

The NATIONAL UNDERWRITER

Life Insurance Edition



FRANK J. ROGERS, JR.

**"Cash earnings \$12,266
my first year . . .
at age 28"**

Villa Park, Illinois
January 2, 1956

Mr. Francis J. O'Brien, Vice President
The Franklin Life Insurance Company
Springfield, Illinois

Dear O'B:

The year 1955 represented my first calendar year with the Franklin Life family. I previously sold drug supplies and earned about \$7,500 per year. With a growing family and a home with a big mortgage, I was anxious to improve my earnings. I was tremendously impressed by the picture Area Manager John K. O'Doherty painted for me as he dramatized a story of financial success and happiness beyond my wildest dreams.

It was a great thrill when I first qualified for the Sixty Club and received my beautiful watch. After producing in excess of 60 sales in 60 days twice, I am proud to have ended my first calendar year with over \$670,000 of net paid business. Even more important is the fact that my earnings have pyramided each month and I find myself at the age of 28 enjoying an income comparable to that of a business executive many years older. My cash earnings for the year amounted to \$12,266.92 with nearly half that amount still forthcoming in deferred commissions.

I am deeply grateful to the fine people at the Home Office for their continuous inspiration and cooperation and our wonderful Specials, which represent 99% of my sales, and without which I could never have enjoyed such success.

Sincerely,

Frank J. Rogers, Jr.

An agent cannot long travel at a faster gait than the company he represents!



The Friendly

**FRANKLIN LIFE INSURANCE
COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

*The largest legal reserve stock life insurance company in the U.S. devoted
exclusively to the underwriting of Ordinary and Annuity plans*

Over Two Billion Dollars of Insurance in Force

FRIDAY, APRIL 6, 1956

The house our
agents built...

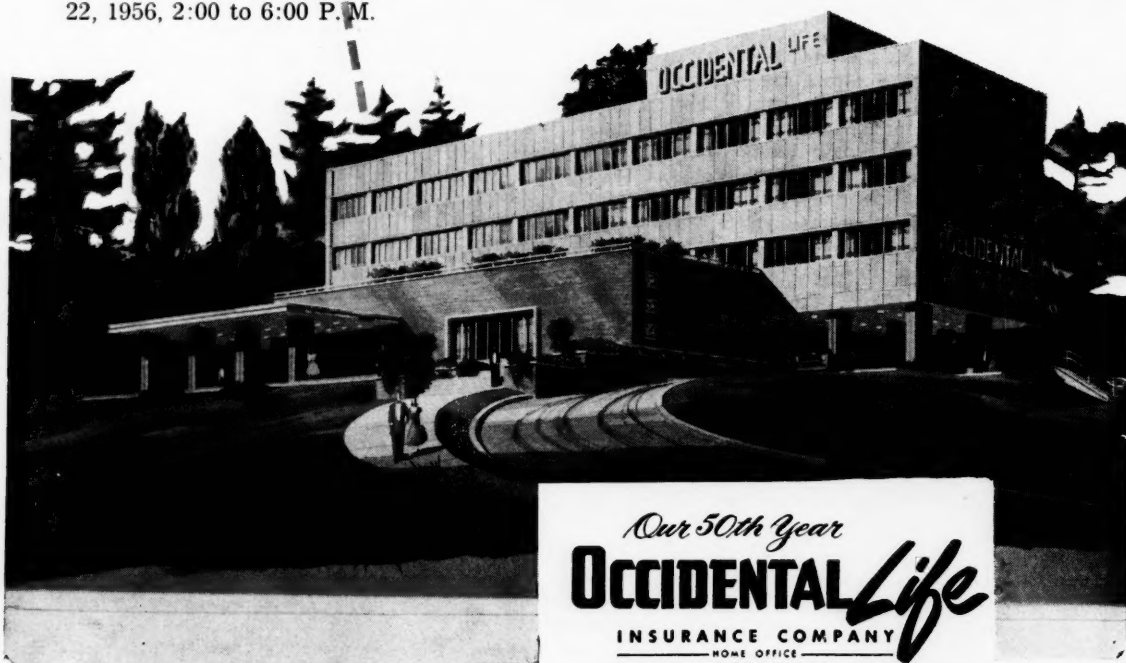
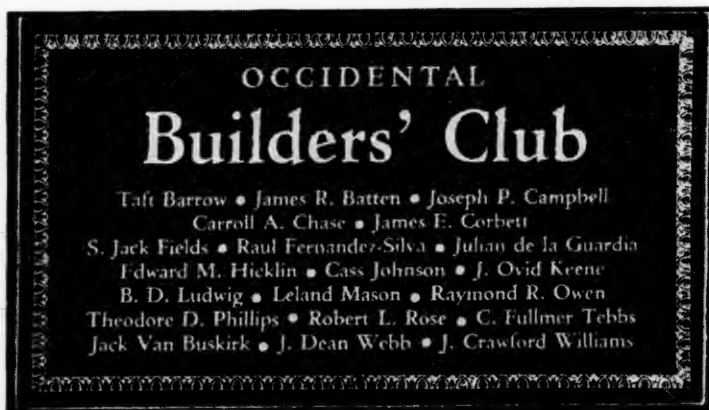
COMPLETED

The officers and directors of Occidental cordially invite you to the public opening of Occidental's new home office building, 1001 Wade Avenue, Raleigh, North Carolina April 22, 1956, 2:00 to 6:00 P.M.

After two years and four months of construction, the handsome new home office building of the Occidental Life Insurance Company has been completed in suburban Raleigh, North Carolina.

"Occidental's new home office building", stated president Laurence F. Lee, "is probably the most functional, best equipped in the country today. This means greater service to our men in the field, as well as to our policyholders."

Of particular significance in the building is a bronze plaque permanently set in an interior wall. Typical of Occidental's field force are twenty men whose names appear on this plaque, and whose superior performance during the construction period brought the new home office to completion in this, Occidental's fiftieth anniversary year.



Our 50th Year
OCCIDENTAL Life
INSURANCE COMPANY
HOME OFFICE
RALEIGH, NORTH CAROLINA

FTC A&S Ad Rules Parallel NAIC Code, Pansing States

No Substantive Differences Despite Disimilar Language

The proposed A&S advertising rules adopted by federal trade commission March 29 are not dissonant to those formulated by National Assn. of Insurance Commissioners, according to Director Pansing of Nebraska, chairman of the subcommittee on interpretation of the NAIC A&S ad code.

Mr. Pansing said it is his opinion "compliance with the NAIC rules will automatically mean compliance with the FTC rules as proposed."

A public hearing on the FTC rules has been scheduled for April 30.

Mr. Pansing, who headed the committee which drafted the NAIC advertising standards, made the following statement on the FTC rules:

"I have stayed close to the development of the proposed FTC advertising rules and have, upon request, counseled frequently with both federal trade commissioners and staff in connection with their wording and substance. At all times I have taken the position that their rules should be as nearly identical as possible to those of the NAIC.

"FTC personnel believe that certain legal aspects of their powers and duties require that their rules be drawn from a negative point of view, i.e., by defining in each case what is an 'unfair trade practice', rather than from the affirmative approach employed by the NAIC subcommittee, i.e., describing what must be disclosed under what circumstances. This change in approach has no effect on the substance of the rules, although at first glance they appear to be different because of the different language in which they are couched.

"I have studied the proposed FTC draft carefully and I find no rule which would require further or different disclosures beyond those required by the NAIC. It is my opinion that compliance with the NAIC rules will automatically mean compliance with FTC rules as proposed.

"Obviously, these are personal opinions, and I speak for nobody but myself. It may be that I have over looked something which study by other members of our subcommittee will bring to light. If such is the case, I shall certainly do what I can to remedy the matter. Furthermore, it may be that our subcommittee will want to make some suggestions as to changes in wording for the sake of clarity.

"I should like to publicly acknowledge the courtesy and cooperation of FTC Chairman Gwynne, Commissioners Mason and Anderson and the staff members assigned to this task."

Mr. Pansing's work in the A&S advertising field was recently recognized by the Lincoln (Neb.) Advertising Club, which presented him its "Advertising Man of the Year" award.

Deadline Looms for '57 MDRT Qualifiers to Pay Local Dues

Any agent who thinks he has even an outside chance of selling a million dollars of life insurance this year had better make sure he's paid his dues to his local life underwriters association by April 15 if he expects to qualify for the 1957 Million Dollar Round Table, warns Chairman Arthur F. Priebe, Penn Mutual, Rockford, Ill.

"A by-laws revision that went into effect Jan. 1 of this year makes it obligatory for every qualifier for the 1957 Round Table to have paid his local association dues by April 15, 1956," said Mr. Priebe. "That means everybody—life members as well as those who are qualifying on the basis of 1956 production.

"We've put out this warning before, in connection with the new April 15 deadline. I hope nobody will get caught by it. But if anyone finds he's failed to get his dues in to his local association by April 15, there won't be anything the Round Table can do about it but turn down his application for membership. Even under the old system there were always a few who missed qualifying by failing to get their local association dues in on time. I'm afraid there'll be even more with the new specific earlier deadline, though I hope not."

The applicable provision of the by-laws reads: "Each applicant for membership who shall reside in the United States and its territories shall submit, as part of his application, a certificate (in such form as the executive committee may require, from time to time) signed by the applicant, such certificate establishing these facts: (a) that the applicant is a *dues paid* member in good standing of such local association and the National Assn. of Life Underwriters; (b) that he has been a member in good standing during his entire qualification period as defined in article V hereof and that his *dues were paid prior to April 15th of the year of his qualification period*; and (c) . . ."

The words in italics are the changes that went into effect Jan. 1, 1956.

Pru Reminds AFL Agents of Duties Under Agreement

NEWARK—Vice-president Paul B. Palmer of Prudential has notified debit agents belonging to the AFL-CIO union that the company expects them to respect the obligations imposed by their agency contracts with the company, even though the union contract has run out and negotiations have not yet evolved a new one.

"The union has directed you to engage in the harassment of your company and your district manager," Mr. Palmer's letter to the agents stated. "These destructive tactics ordered by the union, such as stoppages, slowdowns, mass late reporting, and sit-ins, are certainly not in your best interests, and no good can come from them. They reduce your earnings, disturb the permanent relationships between you and your policyholders, detract from your personal and professional dignity, and contribute nothing toward making your job either a profitable or a pleasant one.

"Moreover, the union knows full well that in ordering agents to follow these tactics, it is placing those who do in the position of disregarding their obligations as agents of the company. These obligations are embodied in the agent's agreement and the company's instructions, rules, and requirements as in effect on March 18, 1956, and which remain in effect. Because of these obligations, we expect you will handle your job in the usual way during the period in which there is no contract between the company and the union.

"We shall continue negotiations with the union in good faith and again express the hope that an agreement will be reached at an early date."

Earlier in his letter, after outlining events since his previous letter, Mr. Palmer wrote:

"As you know, the company's offer of increased compensation and benefits has been substantial, and the company's position on unresolved issues has been explained to you in

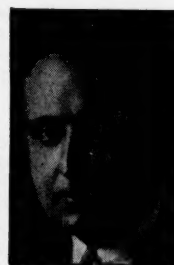
(CONTINUED ON PAGE 19)

Howard Reeder New President of Continental Assur.

Tuchbreiter Becomes Chairman of Two Chicago Companies, Others Raised

Roy Tuchbreiter, president of Continental Assurance and Continental Casualty, has been named to the newly created position of chairman and chief executive officer of both companies. Howard C. Reeder was advanced from executive vice-president to president of Continental Assurance and J. Milburn Smith from 1st vice-president to president of Continental Casualty.

Stockholders at their meeting Wednesday approved an increase in Continental Assurance capital from



Roy Tuchbreiter



H. C. Reeder

\$6.5 million to \$8 million through transfer of \$1.5 million from surplus to capital and issuance of 300,000 shares of additional common, to be distributed in the ratio of three shares for each 13 held. The capital of Continental Casualty will be increased from \$10 million to \$12.5 million, also through transfer from surplus and the issuance of 500,000 additional common shares in the ratio of one for each four held.

In other Continental Assurance promotions, Dr. C. L. Reeder becomes vice-president and medical director; Robert D. Hamor advances to vice-president in charge of the agency department, and R. H. Belknap, president of United States Life, becomes 1st vice-president. David G. Scott, vice-president and actuary of Continental Assurance, was elected to the board of that company, and named as new directors of both companies were Joseph D. Stockton, vice-president of Illinois Bell Telephone Co.; Bowen Blair, partner in William Blair & Co., securities firm, and Robert D. Stuart Jr., vice-president of Quaker Oats Co.

Howard Reeder was named executive vice-president in charge of all Continental Assurance operations in 1945. He graduated from the actuarial school of University of Iowa in 1927 and started in the actuarial department of Royal Union Mutual of Des Moines. About six years later he joined Country Life of Illinois as actuary and office manager. He started with Continental Assurance in 1941 as actuary and was promoted successively to 2nd vice-president and vice-presi-

(CONTINUED FROM PAGE 20)

Late News Bulletins . . .

New Nationwide Stock Issue to Be Offered

A new issue of 800,000 shares of class "A" stock of Nationwide Corp., holding company for the Nationwide insurance company group, has been registered with securities & exchange commission. A syndicate headed by Lehman Bros. of New York and the J. C. Bradford Co. of Nashville has been formed to market the issue. Expected price is about \$19 a share and it will probably be available for offering around April 23-24.

The slightly more than \$15 million to be raised will be used for the purchase of additional insurance company holdings. Nationwide Corp. now is entirely owned by Farm Bureau Mutual and Farm Bureau Mutual Automobile. The corporation wholly owns, except for directors qualifying shares, Nationwide Life. It owns 55% of National Casualty of Detroit; 17,000 shares of Sun Life of Canada; 4,400 shares of Columbian National Life and has an agreement to buy about one-third interest in North American Accident of Chicago for approximately \$4½ million.

The "A" stock of Nationwide Corp. will be a new class of stock. The "B"

(CONTINUED ON PAGE 20)

N. Y. Checking into Stock Out-of-State Life Insurers Hold

Follows Attorney-General Directive; Holz Says No Hasty Action Will Follow

By ROBERT B. MITCHELL

NEW YORK—New York department technicians are within a week or so of completing their study of investments of out-of-state life companies to unearth any violations of the New York statutory requirement that out-of-state companies must substantially comply with the New York standards.

Superintendent Holz initiated the study as an aftermath of the opinion given recently by Attorney-General Javits holding that Connecticut General Life could not go through with its proposed acquisition of control of National Fire of Hartford if it wanted to continue doing business in New York. One of the arguments advanced by Connecticut General was that it only was seeking to do what other out-of-state insurers had been doing for years. Mr. Javits commended to the insurance superintendent an investigation of investment practices of other out-of-state life companies with a view to determining whether the "substantial compliance" provision is being violated.

Queried by THE NATIONAL UNDERWRITER Mr. Holz said until he gets the results of the staff investigation and scrutinizes them it is impossible to say whether there are any violations or whether there might be circumstances that would offset apparent violations. But he was emphatic in stating that nothing would be done to create a chaotic situation through an abrupt demand that insurers that might be found to be in violation of the "substantial compliance" statute either divest themselves of the forbidden holdings or lose their licenses.

If legislation seems to be the way to remedy the situation Mr. Holz considers it entirely within his power to hold off departmental action until the 1957 legislature has a chance to act. Life Insurance Assn. of America has been working on legislation along these lines and hoped to have it ready for the session that recently adjourned.

The New York law specifies that out-of-state life companies must "substantially comply" with the requirements placed upon domestic companies as respects investments. The insurance law prohibits a domestic life company's ownership of common stocks of any insurance company or state or national bank or trust company; ownership of more than 2% of the stock of any company; "nor shall the amount so invested (in any corporation), exceed 1/10 of 1% of the admitted assets of such insurance company. . . . The cost of any such investment in common stocks or shares, pursuant to this subdivision, when added to the aggregate cost of all other such investments in common stocks or shares, they held by such insurance company, pursuant to this subdivision and section 82, shall not exceed the lesser of 3% of the total admitted assets or one-third of the surplus of such

Prout Joins Midland Mutual in Agency Job



Howard Prout

retary of Columbus Life Managers & General Agents Assn.

N. Y. GA of Equitable of Iowa Quits Business; Walter Canner Resigns

NEW YORK—The Hoey & Ellison Life Agency, Inc., general agent at New York City for Equitable of Iowa for 31 years, will retire from the life insurance business and as Equitable's general agent, effective May 1.

Walter W. Canner, who has served for seven years as president of the agency, is resigning as of May 1.

Clarence J. Meyer, vice-president of the agency, resigned April 1.

Equitable has not announced a successor to the Hoey & Ellison agency, but has moved its New York City general agency office from 118 William street to suite 701-4, 55 Liberty street.

Blue Cross Objects to Federal Major Medical

The Blue Cross commission of American Hospital Assn. has attacked the U. S. civil service commission's proposed program of health insurance for federal employees on the grounds that it "is based on a faulty analysis of the needs of the employees and their families, and it is no real solution to the problem of prepaying the true costs of illness."

The bill would provide 75% of the costs of care after payment by the employee of \$500 for hospital expense, \$250 for surgical expense and from \$100 to \$200 for medical expense, per year by each member of the family.

The proposed plan could bring some relief to those afflicted with the highest and most disastrous costs; it will pay nothing toward the cost of most illnesses to which the large majority of people will be subject, the Blue Cross commission stated.

There is no need for major medical coverage in more than one case out of 100, the commission stated. If there is such a need, the proposed program would provide only 75% of the excess cost, which further reduces the value of the program.

The proposal means that it could require expenditure of at least \$850 by each member of the family before the major medical insurance would become effective, the commission stated.

Farmers & Traders Advances Taber, Henne and Hanson

Farmers & Traders Life has advanced Louis J. Taber from president to chairman, Edwin W. Henne from executive vice-president to president and Alvin E. Hanson from vice-president in charge of agencies to executive vice-president.

insurance company as of the 31st day of December, next preceding. A check of investment schedules in the life company statements covering 1955 business shows that about 20 out of state companies hold bank and/or insurance stocks.

Jefferson National Holds Leaders Meeting

Agency meetings, financing, sales campaigns are all important, but the most important essential in selling is "closing," Hal L. Nutt, Purdue course director, told the annual leaders convention of Jefferson National Life at White Sulphur Springs, W. Va. Mr. Nutt said prospecting and supervision are important but secondary and that agents must have the ability to be strong "closers" and must realize that primarily they are salesmen.

E. Kirk McKinney, president of Jefferson National, presented the awards to company leaders and congratulated the sales organization on its outstanding performance in 1955. "Prospects a plenty" was the subject of a discussion by H. A. Bell, assistant agency director, and R. L. Clingman, general agent, R. E. Main, superintendent of agents, introduced the company's new visual sales kit, and General Agent Clyde Greco told how individualized sales presentations combined with Jefferson National's sales merchandise work for him. John R. Ray, agency vice-president, outlined the company's future expansion program. The company recently was licensed in Kentucky and plans to expand into several other states this year.

Pru Issues First \$1 Million Policy with Complete Retention

The first \$1 million policy on one individual completely underwritten by Prudential has been placed in Los Angeles by the Herbert L. Lantin Co., brokers, through the ordinary agency managed by Jack White.

Insured, a prominent executive previously covered by \$1 million, applied for an additional \$4 million of key man insurance. Prudential provided the \$1 million and other companies wrote the balance.

Prudential liberalized its underwriting last year to increase the limits of coverage on individuals from \$500,000 to \$1 million. The company retains the entire amount.

Canada Life Opens Chicago, Miami, Cincinnati Offices

Canada Life has opened a branch at Miami with Joseph Horowitz as manager, and has appointed as new general agents William R. Smith at Cincinnati and Lindquist-Burns Co. at Chicago.

Mr. Horowitz has been in insurance since 1949 and Mr. Smith for more than 20 years. Bernard Lindquist started in the business at Chicago in 1934 and George Burns in 1937.

Northwestern Life Names Salzman GA at Long Beach

New general agent for Northwestern Life in Long Beach is Michael H. Salzman who formerly was with Aetna Life in the Long Beach area. Mr. Salzman also is an assistant professor of business and economics, teaching courses in insurance, finance and allied subjects.

Mutual Benefit Opens Agency at Elgin, Ill.

Mutual Benefit Life has opened an agency at Elgin, Ill., and appointed Gerald F. Griffin general agent.

The new agency, the company's 76th, will serve northern Illinois.

Mr. Griffin entered the business in 1949 and was advanced to assistant manager of Prudential in Chicago in 1951. He joined Mutual Benefit at Chicago last year.

Complete Program for Meeting to Set Up New A&S Group

Detailed Listing of Social, Business Activities Given

The complete program for the organizational meeting of Health Insurance Assn. to be held in Cincinnati, April 12-13, has been announced.

Thursday Morning

E. J. Faulkner, president of Woodmen Accident & Life and chairman of the Joint Committee on Health Insurance, will call the meeting to order and Rev. Henry W. Sherrill, Church of the Redeemer, Cincinnati will deliver the invocation.

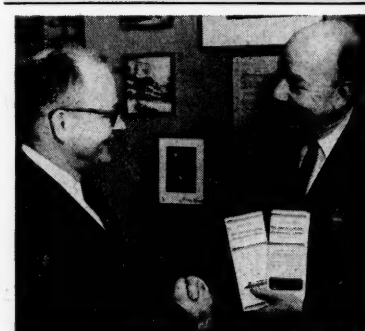
Election of temporary officers, chairman and secretary, and reading by the temporary secretary of the official call of the meeting, will be followed by remarks by the temporary chairman, appointment of committee on credentials and the roll call.

Millard Bartels, vice-president and general counsel of Travelers and chairman of the legal committee, will offer the resolution "forming Health Assn. as an unincorporated association and adoption of the constitution". A. B. Hvale, assistant secretary of Continental Casualty, will offer the resolution "adopting the report of the membership committee and election to charter membership."

The resolutions "adopting the report of the finance committee and concerning organization expense" will be given by R. J. Wetterlund, chairman of Washington National, and chairman of the finance committee. The report of the nominating committee will be given by H. Ladd Plumley, president of State Mutual Life, committee chairman.

Elections and introduction of directors and officers, and an address of acceptance by the president of Health Assn. will conclude the morning session.

Thursday noon a buffet luncheon for (CONTINUED ON PAGE 19)



Lloyd R. Freeman Jr., Union Central Life, Philadelphia, is shown at left, receiving from Manager H. Sheridan Baketel Jr. two life policies for \$1 million each issued to a teenage brother and sister. The transaction is believed to be a record amount issued by one company to the children of a single family. Mr. Freeman's sale was based on the facts that the children's current estates are in seven figures due to gifts; the tax and other dollar shrinkage at death will make large liquidity necessary in each estate, and the costs are now lowest and chances of later uninsurability are eliminated.

Newell Day Blasts U. S. News for Insurance Article That Takes Swipe at Life Agents

Newell C. Day, general agent for Equitable of Iowa at Davenport, Ia., has written a letter to Editor David Lawrence of "U.S. News and World Report" criticizing the article on insurance in the March 30 issue. Slightly abridged, Mr. Day's letter says:

Had the article, "What You Should Know About Your Insurance," appeared in *Confidential* instead of your magazine, it would have seemed more appropriate.

The article itself doesn't excite me particularly but the fact that a publication of your stature would use it amazes me. I have been in the life insurance business 37 years so, regardless of who the "huckster" is that is currently peddling his wares, I am inclined to relax and say, "Excuse me, please, this is where I came in."

Some of Mr. Levy's statements that are favorable to the business are taken for granted by anyone of any stature, yet he proclaims them as his most recent discovery. This, plus half-truths and complete misrepresentations, form an atmosphere of doubt and suspicion about the life insurance business. I did not read that portion pertaining to other forms of insurance, other than life, because I would not be competent to comment.

Let's be specific:

Page 61, first column: "Too many Cooks . . . everyone agrees that the client will be best served by one competent underwriter who will coordinate his insurance and recommend the right amount and type, commensurate with his ability to pay. He points out that scattered buying . . . 'no one has earned enough commission to make it worthwhile to properly analyze and evaluate the entire problem' . . .

At the bottom of page 62 and top of 63, after disclosing the lurid details of commissions per \$1,000 on various forms of insurance, he infers that the agent will only sell the type on which he makes the most, unless you force him to tell you about the less expensive type—that, of course, would be the 20-year endowment, according to him. How does that square with his comment on page 66, "Roughly 75% of life insurance today in companies reporting to the New York state insurance department is 'ordinary' or whole life"? Certainly "ordinary" is not the type he implies by inference the agent will ram down your throat on page 62.

Page 63—last column: Where does he get his facts that semi-annual is 4% more than annual; quarterly 6% more and monthly 8% more. I think the actual case is that semi-annual is 3% more; quarterly 5% more and monthly is the quarterly, divided by three.

Mr. Levy says, "85 times out of 100 he may be out to sell you a policy that will earn him the fattest commission". Do you believe that, Mr. Lawrence? I don't, nor do I believe that your magazine is against communism because those forces offer you less to print their stuff than democracy and capitalism offer you.

Do you realize that some of his quoted "sales talks" he puts in the mouths of life insurance salesmen are insipid? My company spent \$25,000 developing a sales plan to assist the agent in properly coordinating the buyer's present insurance with what he wishes to buy. Other companies offer similar services. Most companies are writing substantial amounts of term insurance for young men with

heavy need and limited purchasing power.

Substantially his list of "needs" in order of their importance on page 64 is correct. I am surprised that he thinks he has made a startling discovery.

Have you done a good job of editing when you permit him to quote from E. A. Gilbert, *Life Insurance a Legalized Racket or Life Insurance Blind-*

ness by Mr. Green, a Minneapolis insurance counselor? Wouldn't both of these titles make you suspicious? And the fact that your writer, Mr. Levy, uses them should cause you to have some reservations about Mr. L., too. He recommends that the "weekly premiums" insurance be dropped. It may be true that this insurance is slightly higher than these same companies' "ordinary" policies because of the additional service involved.

Those companies do a fine service that is not overpriced. If you pay for

your car in 120 installments it will cost more than if you write a check for the entire amount on day of delivery. Does that mean that banks and lending organizations are scurrilous outfits?

It just seems to me that you used a lot of valuable space to print an oversupply of "hogwash." Perhaps you are more to be pitied than censored because I have a hunch that "all hell" will break loose, deservedly, and you'll wish you had never heard of Mr. Levy.

BERKSHIRE'S NEW "EXECUTIVE PROTECTOR" MODIFIED-3 PLAN WITH EXCEPTIONALLY LOW RATE

**Berkshire's new "Executive Protector" . . . issued at \$15,000 . . .
with a premium so low you'll wonder how we did it!**

The Berkshire's "Executive Protector" policy is a solution for the professional or business man who recognizes the need for adequate family protection a few years *before* he thinks he can really afford it. As a matter of fact, he might not be able to afford it now if it were not for Berkshire's modified premium plan. It gives him the opportunity to buy adequate family security *today* . . . at a low cost he can afford to pay. Premiums in-

crease at the fourth year . . . at a time when income is likely to increase also.

COMPLETE PACKAGE OF SALES AIDS. We have packaged in one easy-to-use, easy-to-handle kit: 1. Sales Literature; 2. Consumer Mailing Pieces; 3. New Proposal Form; 4. All-Age Illustration; 5. Direct Mailer with Free Gift Offer; 6. Pre-Approach Letters; 7. "Prospect Finder" and "Rail-To-Run-On" Planner . . . Keyed to get **results!**



THE BERKSHIRE
LIFE INSURANCE CO.
PITTSFIELD, MASS. • A MUTUAL COMPANY • 1851
Life, Annuities, Pension Plans and Accident & Health

Mutual Funds Need Only Pay-Out Option Like Life Policy's to Be Serious Rival

NEW YORK—Little is heard any more about "twisting" of life insurance by mutual fund salesmen but that should not blind life insurance people to the tremendous amounts of money that are going into mutual funds but that should be going into life insurance, according to William H. Bender Jr., general agent here for National Life of Vermont.

Not only is more and more money going into mutual funds but these amounts are trifling, Mr. Bender believes, compared to what they would be if the mutual fund operators were to develop pay-out options as attractive as their pay-in plans.

"Compared to life insurance, the pay-out provision of mutual funds is archaic," Mr. Bender observed. "It's about like life insurance was generations ago, before settlement options were developed. The mutual fund gives you your accumulations in cash,

but there's no provision for a guaranteed life income, for example. The few funds that have life insurance protection just use the proceeds to complete the investor's share-buying program in the event of his death.

"The mutual funds are selling so well now that they probably haven't felt the need of improving their pay-out provisions. But if they should, they could provide a lot stiffer competition for life insurance than they do now. For example, a group of mutual funds might organize or buy a life company so that on retirement, or any other time, an investor could transfer the proceeds of his fund shares into a life annuity for himself or on a joint and survivor basis. With no agent in the picture, this annuity could be provided at net rates. And any of the regular life insurance settlement options could be offered.

"If this were done, it would be easy

for the mutual funds to provide that not only would the investor's purchase program be automatically completed for him in the event of his death but that his holdings would be transferred to the captive life company for payment to his beneficiaries under a life income option or any other he might have elected. Or the election could be left to a beneficiary.

"When you consider the tremendous sales that mutual funds are making in spite of their primitive pay-out provisions, it's pretty disturbing to a life insurance man to realize what they could do if they put themselves in a position to offer pay-out options similar to life company modes of settlement. After all, we have no patent on those options."

The mutual fund people may be jolted into doing something about this sooner than is generally believed, Mr. Bender pointed out.

"If the variable life income principle catches on to anything like the extent that seems likely, either through life companies or through special subsidiary companies, can anyone doubt that the mutual funds will augment their own organizations to do the same thing?" he asked. "They'd have to, to keep on growing. And if that should happen, it would only be a small step to issuing non-variable annuities as well—paid for out of liquidated mutual fund shares."

Mr. Bender said that few life insurance people are aware of the tremendous rate at which the sale of mutual funds has been increasing in recent years, particularly the periodic accumulation plans under which the investor pays in a specified amount each month, very much like life insurance premium payments.

Sales of mutual fund shares in 1955 were \$1.2 billion as against \$862 million in 1954. This is a 39% increase, as compared with a gain of 28% for 1954 and a drop of 14% for 1953.

"Mutual funds today are a Trojan Horse, as far as the life insurance business is concerned," said Mr. Bender. "It has aroused our curiosity but no particular alarm. I don't think many of us actually realize what's inside the animal."

"A lot of people who have money to invest want something that will 'grow with the country.' Many big industrial corporations are expanding at the rate of a 20% growth in business for the year. This is not inflation but just more business, due to more people having the money to buy more products. For people who want to get in on this growth, the mutual funds have a tremendous appeal.

"My own belief is that the only sensible course for the life insurance business is to recognize the variable annuity principle. If we don't, and the mutual funds keep on expanding and at the same time develop life income pay-out provisions, we may find ourselves losing a large segment of our market before we know it.

"Moreover, if there is an economic need for the variable annuity, then shouldn't a variable annuity option be added to life insurance policies as an additional choice to permit the best balance between fixed-dollar income and variable income?"

Mr. Bender said he recently discussed with one of the top life insurance authorities the possibility that mutual funds might develop a pay-out plan comparable with that of life insurance settlement options. Mr. Bender asked this authority what there would be to prevent the mutual funds from doing this and the answer was, "Nothing in the world."

Though he himself has not bought any mutual fund shares, Mr. Bender said that a lot of life insurance men, "smart ones, too," are buying them as a means of providing a balance between equity funds and the guaranteed-dollar provisions in their life insurance and annuity programs.

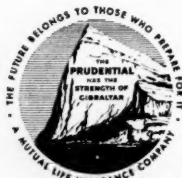
"No one should pretend that the mutual funds are not getting huge sums of money that in previous years would have gone into life insurance and annuities," said Mr. Bender. "One of the principal reasons why mutual funds have been so successful in competition with life companies, particularly on savings or endowment plans, is that they strike right at what is today the basic weakness of what life companies are selling—money for future delivery—and since 1940 the

(CONTINUED ON PAGE 15)

Progress report on Prudential's decentralization—No. 3



Prudential's SOUTHWESTERN HOME OFFICE...part of our program to bring Prudential service closer to the people we serve—through decentralization. With headquarters in Houston, Texas, the Southwestern Home Office established in 1951 serves the area you see above. Other regional home offices are located in Chicago, Jacksonville, Los Angeles, Minneapolis and Toronto, in addition to the Home Office in Newark.



The Prudential
INSURANCE COMPANY OF AMERICA

'55 New Business, Life in Force Shown for Illinois

All figures are for ordinary unless designated (G) for group or (I) for industrial. New business figures include business revived and increased.

ILLINOIS COMPANIES

	New Business	In Force
	\$	\$
Amalg. Labor Life	275,500	431,000
Amalg. L.&H. (G)	15,782,000	19,243,500
Bankers L.&C. (G)	18,000	101,142
Bankers Mutual	14,282,290	97,790,567
Ben. Assn. R. R. Emp. (G)	8,163,800	56,491,600
Central Standard	4,449,146	19,904,452
Chicago Met. Mut. (I)	1,290,410	5,622,563
Continental Assur. (G)	952,914	34,796,050
Cornbelt Life	4,346,200	83,930,203
Federal Life	657,000	904,500
Fidelity Life	1,558,375	2,442,802
Franklin Life	1,299,688	5,492,469
Globe Life	25,485,838	75,790,467
Great Lakes	37,391,255	220,826,092
Horace Mann	107,877,138	371,123,067
Jackson Mutual	911,566	703,458
Municipal	72,997,515	669,576,695
Mutual Lcl. 134	9,841,250	9,456,250
North Am. Acc. (G)	31,299,790	114,964,131
North Am. Life	244,050	7,772,300
Northern Credit	3,239,361	25,799,585
Old Republic	36,997,994	194,745,328
Prudence Life	24,000	39,531,040
Reliance Mutual	2,206,284	1,647,661
Rockford Life	1,556	12,298,833
Self Help Mut. (I)	3,056,705	704,880
State Farm Life	1,760,342	7,418,176
Sterling	61,000	348,000
Supreme Liberty	232,000	1,562,952
United	5,170,832	10,787,056
Victory Mutual	1,312,325	2,962,734
Washington National	454,500	801,000
Western Mutual	16,000	16,000
Acacia Mutual	33,040,000	32,588,000
Aetna Life	4,880,707	65,435,478
American H.&L. (G)	1,945,901	7,141,654
American Mutual	632,792	1,393,525
American National	6,760,312	39,843,352
American Repub. (G)	140,000	210,147
American Stand. (G)	1,739,528	1,717,412
Beneficial Standard	12,444,537	21,341,172
B.M.A. (G)	24,551,102	24,830,746
Central Life	2,347,807	4,220,148
Central Nat'l	1,869,379	10,155,981
College Life	307,950	820,480
Columbian Nat'l	59,978	59,978
Columbus Mutual	3,822,796	24,288,015
Commercial, Mo. (I)	15,919,750	51,922,356
Commonwealth L.A. (G)	2,061,868	16,475,093
Conn. General	17,252,784	100,738,011
Conn. Mutual	1,104,953	9,779,172
Equitable Soc. (G)	2,896,629	4,999,793
Equitable, Ia. (G)	2,115,922	11,132,975
Expressmen's Mut. (I)	192,333	531,356
Farmers Life	4,039,961	22,333,548
Farmers New World	3,841,437	10,226,557
Federal L.&C. (G)	806,000	4,972,000
Fidelity L.&I. Mut. (I)	18,348,804	37,074,873
General Amer. (G)	134,235	2,566,171
Girardian	276,000	205,000
Golden State Mut. (G)	8,771,005	47,011,553
Homesteaders Life	23,013,695	71,066,095
Independence L.A. (I)	10,697,681	38,372,668
Indianapolis Life	1,453,975	6,502,045
Inter-Ocean		
Jefferson Nat'l		
John Hancock		
Kansas City Life		
Lafayette Life		

OTHER STATE COMPANIES

Acacia Mutual	7,219,727	73,524,561
Aetna Life	20,345,356	180,585,572
American H.&L. (G)	102,880,110	1,002,706,891
American Mutual	509,877	2,661,389
American National	224,559	908,947
American Repub. (G)	1,803,920	15,341,515
American Stand. (G)	69,500	246,000
American United	9,833,891	45,875,577
Atlanta Life	21,194,292	37,762,292
Bankers, Ia. (G)	7,163,842	40,381,650
Bankers, Neb. (G)	4,472,891	2,960,949
Bankers National	150,600	448,902
Bankers Security	4,316,111	25,241,366
Beneficial Standard	126,000	126,000
B.M.A. (I)	261	1,502,226
Central Life	102,829	248,772
Central Nat'l	557,019	842,518
College Life	8,009,842	125,748,573
Columbian Nat'l	13,731,030	83,807,139
Columbus Mutual	3,814,718	20,809,497
Commercial, Mo. (G)	495,440	2,716,589
Commonwealth L.A. (G)	412,966	780,332
Conn. General	5,151,805	3,095,876
Conn. Mutual	19,070	690,585
Equitable Soc. (G)	2,755,700	23,520,493
Equitable, Ia. (G)	9,778,947	36,484,120
Expressmen's Mut. (G)	782,811	4,445,803
Farmers Life	3,359,148	38,183,338
Farmers New World	7,500,494	7,450,110
Federal L.&C. (G)	3,049,652	3,049,652
Fidelity L.&I. Mut. (G)	1,950,000	8,819,582
General Amer. (G)	4,899,698	21,905,000
Girardian	850,448	3,557,025
Golden State Mut. (I)	1,217,153	14,362,467
Homesteaders Life	131,500	144,500
Independence L.A. (I)	599,035	1,197,181
Indianapolis Life	294,500	1,397,977
Inter-Ocean	13,500	59,500
Jefferson Nat'l	25,165,269	27,945,610
John Hancock	26,610,043	151,360,627
Kansas City Life	37,105,974	208,852,150
Lafayette Life	41,723,018	274,130,569

	New Business	In Force		New Business	In Force		New Business	In Force
	\$	\$		\$	\$		\$	\$
Credit Life	1,919,155	1,693,771	Govt. Employees	274,750	1,562,598	Life of America	21,000	35,500
Detroit Mutual (G)	664,280	680,494	Guarantee Mut. (G)	52,570	288,981	Life of Virginia (I)	500	4,125
Empl. Mut. Ben. (G)	3,114,786	977,137	Guarantee Res.	1,373,911	19,987,242	Lincoln Mutual	3,213,262	17,067,418
Equitable Soc. (G)	12,314,500	12,302,500	Guardian Life	530,543	2,434,469	Lincoln National	1,173,254	5,718,535
Equitable, Ia.	128,892,987	919,150,801	Home Life	6,649,710	82,595,333	Loyal Protective	43,884,160	389,058,622
Expressmen's Mut.	82,143,211	933,800,785	Homesteaders Life	82,595,333	6,273,537	Lutheran Mutual	21,246,594	91,266,564
Farmers Life	14,139,231	156,902,105	Independence L.A. (I)	1,689,151	779,647	Mammoth L.A. (I)	352,020	1,498,789
Farmers New World	399,716	5,590,097	Indianapolis Life	2,800	642,911	Manhattan Life	30,424	152,120
Federal L.&C. (G)	493,659	2,473,798	Inter-Ocean	1,500	408,497	Mass. Mutual	4,452,985	38,841,688
Fidelity L.&I. Mut.	107,100	811,471	Jefferson Nat'l	4,227,817	45,194,647	Metropolitan Life	525,000	613,500
General Amer. (G)	938,924	1,994,495	John Hancock	16,000	888,744	Michigan Life	3,142,998	3,351,726
Girardian	1,095,890	1,308,221	Kansas City Life	11,923,170	35,733,690		3,504,732	16,361,451
Golden State Mut. (G)	15,250	85,802	Lafayette Life	35,733,690	10,722,568		647,688	1,838,376
	7,436,401	54,624,251		97,099,710	632,039,503		51,444,209	346,779,382
	7,214,700	42,531,900		57,210,776	397,913,116		10,193,292	58,836,397
	14,805,995	101,337,687		15,422,603	156,439,795		317,227,358	2,447,499,128
	1,481,356	2,327,339		4,020,114	30,951,451		222,395,300	1,624,108,341
	1,584,487	3,640,766		1,805,334	8,569,663		27,755,949	941,595,057
	52,000	52,000		14,015	52,538		3,000	590,759
	1,156,941	4,821,325						

(CONTINUED ON PAGE 14)

The Life of Virginia's Agency Leaders

We are pleased to salute and commend these 5 men who are the 1955 leaders in the Ordinary Agency Division. Their outstanding sales and service records were made during Life of Virginia's greatest year of production and increase in insurance in force.



Malcolm H. Webb, Jr., El Paso, President of Virginia Vanguard (leading producers), highest paid production \$1,050,996; Million Dollar Round Table, 8th year; National Quality Award, 12th year.



John N. Anderson, Baltimore, heads agency which won Progress Trophy, awarded by Virginia Vanguard for greatest increase, insurance in force (\$2,666,965). Agency produced new yearly premiums \$107,158.



James F. Floyd, Roanoke, winner of the Agency Management Trophy, with a total of 274 out of a possible 360 credit points in annual agency management competition among heads of Ordinary Agencies.



T. Braxton Horsley, CLU, Richmond, First Vice-President, Virginia Vanguard with production \$1,025,860; qualifying member, Million Dollar Round Table, National Quality Award, 8th year.

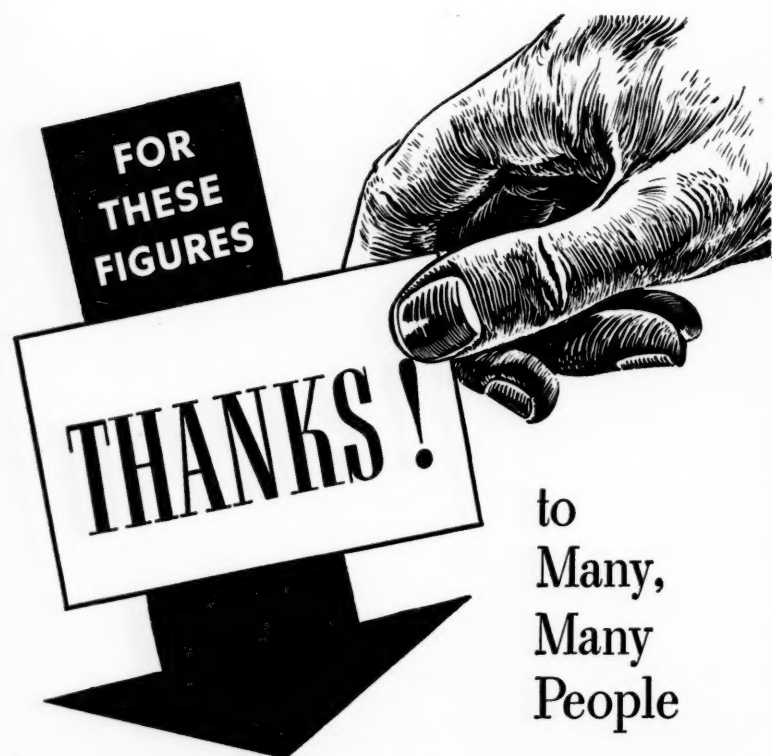


William P. Wootton, Baltimore, leader in number of sales with total of 164; Second Vice-President, Virginia Vanguard (total paid sales \$639,715). National Quality Award, 3rd year.

85
YEARS
OF
SERVICE



THE LIFE
Insurance Company
OF VIRGINIA
RICHMOND • ESTABLISHED 1871



to
Many,
Many
People

Insurance in Force

December 31, 1955.....\$3,727,726,470

December 31, 1954.....\$3,126,756,214

1955 GAIN.....\$600,970,256

AN ALL-TIME RECORD INCREASE!

- ★ To our general agents and managers...
- ★ To our producers in 48 states, Canada, Alaska and Hawaii...
- ★ To surplus writers we were privileged to serve...
- ★ To employees in the Home Office and service offices...
- ★ To all, an appreciative Company says, Thanks!

P. S. For the Ten-Year Record
December 31, 1945, insurance in force \$539,436,117

Continental

ASSURANCE COMPANY

A National Life Insurance Institution

310 South Michigan Avenue • Chicago 4, Illinois

'56 Who Writes What Greatly Expanded; Broad A&S Listing

The Who Writes What? for 1956—the unique annual reference book which is arranged by subjects, rather than by companies, and answers all sorts of “who-will-write-it” questions,—has just been published by the National Underwriter Co. Now in its 15th annual edition, *Who Writes What?* shows at a glance which companies will write each of the many life and accident & sickness coverages currently being offered by some 200 companies. Although previous recent editions have shown some information concerning A&S contracts, the new edition has again been greatly expanded in this respect so that it now covers practically all of the various A&S coverages in the same detail that previous editions have treated life insurance coverages.

Among the unusual new features for 1956 are lists of the companies writing group life on small groups, companies that write sub-standard juvenile (showing the youngest written), and those that will write pilots on a standard basis. Greatest expansion of the new edition, however, is in the A&S section, to which some 17 subjects have been added, among them special risks coverages, small groups, life-time benefits for sickness, loss of time for women, and sub-standard A&S.

To find the answer to a particular question with *Who Writes What?* one merely consults the comprehensive topical index, turns to the page indicated and then reads directly the list of companies offering the contract or form desired. Much related information concerning the policy contracts and company practices is also presented in similar convenient subject form.

Among the general classifications of life insurance subjects treated are surplus business, term insurance, including mortgage protection, non-medical, disability, investment contracts, single premium contracts, sub-standard, aviation, pension plans, salary savings, advance premiums, settlement options, brokerage, limits and group.

Since many of the subjects are of somewhat an overlapping nature, the book is not divided into specific sections, but each subject is carefully indexed under all of the numerous questions it answers. All subjects have been brought right up to date.

This unique and up-to-date guide to what the companies are doing sells singly at \$4 and may be obtained from the National Underwriter Co., 420 East Fourth street, Cincinnati 2, or any National Underwriter office.

Commonwealth Life Claims Ky. Leadership

Commonwealth Life claims 1955 leadership in Kentucky in seven categories of individual life sales and gain in force. The company led in ordinary sales, weekly premium sales, ordinary gain, weekly premium gain, in combined sales, in combined gain and in life insurance in force.

Commonwealth's total sales of \$90,187,286 of ordinary and weekly premium combined exceeded the aggregate total of sales in Kentucky of any other two life companies. The increase of the company's ordinary and weekly premium business in force in 1955 was \$38,588,395 over 1954 and exceeded the combined increase of the next two companies.

Hancock Promotes Collier, Lutnicki

John Hancock has elected Abram T. Collier vice-president and general counsel to succeed Harold J. Taylor, who has retired after 22 years with the company.

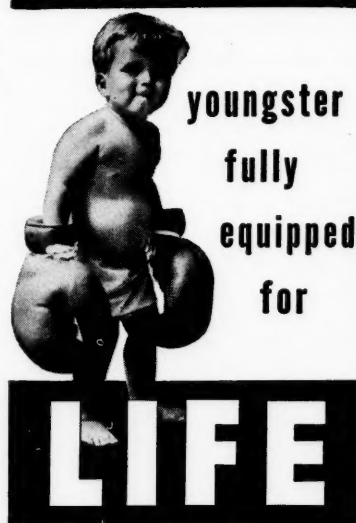
Victor A. Lutnicki succeeds Mr. Collier as vice-president and general solicitor.

Mr. Collier, who will head the law department, has been vice-president and general solicitor since last year. He joined the company as assistant counsel in 1939.

Mr. Lutnicki, who was assistant counsel of American Life Convention before joining the company as associate counsel 10 years ago, has been 2nd vice-president and counsel since 1954.

Alport Discusses Underwriting

D. B. Alport, underwriting vice-president of Business Men's Assurance, compared current trends in underwriting practices with those of a decade ago at the March meeting of South Texas Home Office Life Underwriters Assn. at Houston.



Competitive plus Life rates, forms and policy provisions; broad underwriting practice, too (offering sub-standard to 500% mortality) in the best of standard coverages as well as in such modern “exclusives” as

Security Investment
Whole Life Investment
Security Protector
Expectancy Endowment
Juvenile Security
Juvenile Complete Security

Liberal commission schedule with brokerage appeal, plus a bonus system that could be offered only by a truly agent's company.



Why not inquire?
Write direct to

SECURITY-CONNECTICUT

LIFE INSURANCE COMPANY

PETER J. BERRY
President

G. ALBERT LAWTON, C.L.U.
Executive Vice-President

1955 Addition to the
SECURITY INSURANCE COMPANY
of NEW HAVEN, Established 1841
163 Whitney Ave., New Haven, Conn.

Priv Am With

WASH
rates, o
market
ment in
of the
Mortgag
flow of
private
tions to
five year
This v
men for
who app
ing and
commit
posed l
home f
were C
Prudent
cial vic
Life, an
preside
appeare
tion an
America

Mr. S
governm
credit a
gage int
would i
flation
time, he
ences w
vestmen
mortgag
investm
mands f
Life o
have ma
idental
Shanks.
of the w
institut
mand f
further
mortgag
expandi
market
of FNM
hurt rat
public.
The c
that mu
ry them
rectly f
bank c
upward
housing
average
per uni
has rise
ade.

“Ther
the vete
is being
and exc
fect is t
the hou
He sa
investm
mortgag
likely to
during
Mr. C
rates a
gage lo
yields o
vorably
ments if
Within
veteran
housing
unique
terest i
ment or
these n
become

Private Capital Ample for Loans Without FNMA Aid

WASHINGTON—Flexible interest rates, operating in a home mortgage market free from additional government intervention through expansion of the powers of Federal National Mortgage Assn., will assure continued flow of adequate housing credit from private mortgage financing institutions to home buyers during the next five years.

This view was expressed by spokesmen for the life insurance business who appeared before the Senate banking and currency committee's subcommittee on housing. Discussing proposed legislation that would expand home financing functions of FNMA were Carol M. Shanks, president of Prudential, Milford A. Vieser, financial vice-president of Mutual Benefit Life, and Norman Carpenter, 2nd vice-president of Metropolitan Life. They appeared for American Life Convention and Life Insurance Assn. of America.

Mr. Shanks declared that continued government stimulation of housing credit and efforts to stabilize mortgage interest rates at artificial levels would inevitably result in further inflation of home prices. At the same time, he said, these government influences would tend to drive private investment funds away from home mortgages and into more attractive investments and would result in demands for more government loans.

Life companies in the last decade have made a total of \$29 billion of residential mortgage loans, said Mr. Shanks. This is impressive evidence of the way in which private financing institutions have met the post-war demand for mortgage funds. He said further government stimulation of mortgage lending through legislation expanding the secondary mortgage market and special assistance powers of FNMA is not needed and would hurt rather than aid the home-buying public.

The objection to these proposals is that much of the funds needed to carry them out would be derived indirectly from expansion of commercial bank credit and would add further upward pressure on prices in the housing field, Mr. Shanks said. The average estimated construction cost per unit of privately owned homes has risen nearly 96% in the last decade.

"There is serious question whether the veteran or the small home owner is being done any real service by easy and excessive credit if the primary effect is to sharply increase the price of the house he buys," said Mr. Shanks.

He said that in his opinion of all the investment markets, the residential mortgage market will be the one least likely to experience a scarcity of funds during the next five years.

Mr. Carpenter, discussing interest rates and the discounting of mortgage loans, explained that the net yields on mortgages must compare favorably with those on other investments if they are to attract loan funds. Within the general capital market, veterans administration and federal housing administration mortgages are unique in that the contract rate of interest is relatively fixed by government order. With the contract rate on these mortgages fixed, the discounts become the means through which the

mortgages have yield flexibility in response to changes in market conditions.

Mr. Carpenter pointed out that if some of the legislation currently being considered is adopted and FNMA purchases of mortgages are used to support the prices of VA and FHA mortgages at artificial levels, the effect under present conditions would be to drive some institutional funds away from VA and FHA mortgages into other higher-yield investments.

Thus the use of FNMA funds to increase the availability of mortgage money will defeat itself. Instead, by upsetting the forces that create a natural balance in the money market and by discouraging private financing it will merely serve to require larger and larger flow of public funds into the VA field.

Conroy Joins Independence

Thomas J. Conroy has been named field supervisor in the ordinary sales division of Independence of Los Angeles. His previous insurance experience includes personal production, home office sales administration and agent recruiting and training.

First-Day Card for LIAMA Combination Meeting Announced

"Keeping Pace with Changing Times" is the theme for LIAMA's combination companies conference to be held April 30-May 2 at the Shoreham hotel, Washington, D. C.

Gabriel Hauge, administrative assistant on economics to President Eisenhower, will speak at the Monday fellowship luncheon, which opens the 3-day meeting. Presiding at the luncheon will be William P. Lynch, chairman of the combination companies committee and 2nd vice-president of Prudential.

A symposium on "The Home Office Sets the Pace", will be conducted Monday afternoon with Charles T. Clayton, vice-president of Liberty National as chairman. Participants will be George F. Albright, assistant to the president Life of Virginia; William R. Davis III, director of field services Commonwealth; A. B. Gawronski, assistant vice president National Life & Accident; W. J. Hamrick, agency vice-president

Gulf Life; Victor E. Hruska, assistant general manager at the Jacksonville (Fla.) regional home office of Prudential; Lacy M. Jacobs, assistant vice-president Home Beneficial; Will C. McMasters, manager of agency training and sales promotion Liberty Life; Harold Styers, vice-president and director of sales promotion Home Security; and John L. M. Tobias, president Palmetto State.

The Tuesday and Wednesday program will be announced soon.

U.S. Chamber to Elect Insurance Directors

Ballots have been mailed to National Councilors of U. S. Chamber of Commerce for the election of new directors by April 20.

Nominated as director to represent the chamber's insurance department on the general board is Edward B. Collett, vice-president and secretary of Millers Mutual Fire of Texas.

Among district director nominees are H. Ladd Plumley, president of State Mutual Life of Worcester; Joseph P. Riley, local agent at Charleston, S.C., and Murray A. Baldwin, vice-president of American Life & Casualty of Fargo, N.D.

SUBSTANDARD A & S

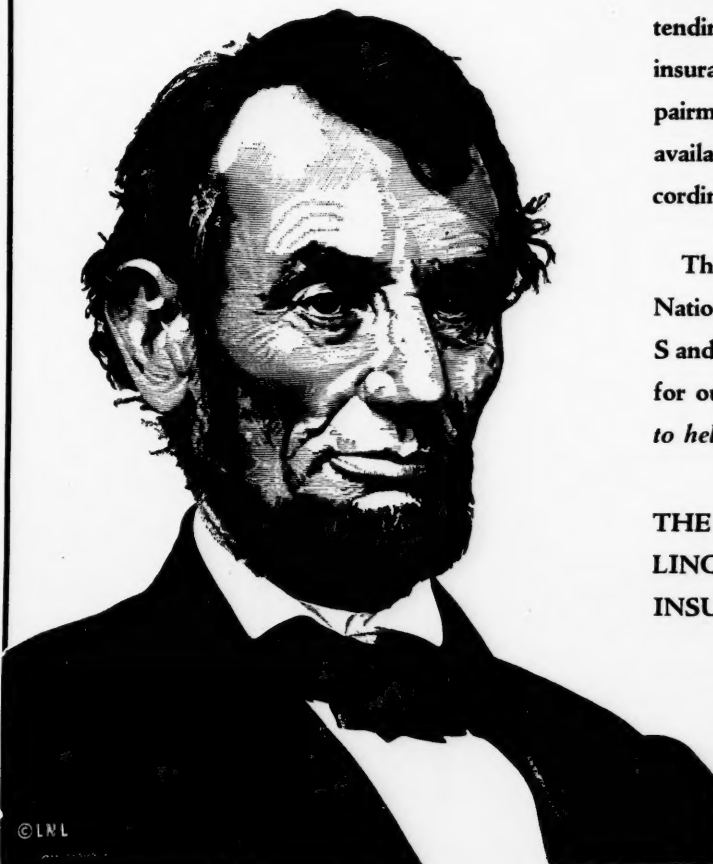
Lincoln National has again broadened the market for its agents—this time, by extending commercial accident and sickness insurance to many who have physical impairments. Regular policy coverages are available with the premium varying according to the risk.

This extended service, added to Lincoln National's already broad selection of A & S and Life plans, provides another reason for our proud claim that *LNL is geared to help its field men.*

THE
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne, Indiana

Its Name Indicates Its Character



©LNL

Figures from Life Companies' Year-End Statements Shown

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1955	Ins. in Force Dec. 31, 1955	Increase in Ins. in Force	Prem. Income 1955	Benefits Paid 1955	Total Disburs. 1955
Afro-American Life	8,461,640	775,076	1,597,926	16,955,458	44,218,312	1,358,646	1,803,338	942,251	2,513,726
American Home Life, S. C. ..	3,155,656	289,640	285,051	10,001,868	23,747,224	75,183	1,125,311	250,623	947,469
Austin Life	4,271,795	987,782	508,692	3,122,684	32,309,835	7,267,157	1,512,269	824,086	1,473,888
Continental American Life, Tex.	1,009,833	141,909	605,122	28,395,755	41,159,156	16,027,031	2,071,030	149,073	2,135,871
General American Life	224,214,775	10,324,267	9,702,829	293,497,933	2,057,421,014	233,293,064	45,836,515	37,312,410	48,520,117
Jackson Life, Tenn.	1,978,057	895,023	878,902	16,305,692	34,575,498	8,532,909	1,110,102	381,374	1,064,984
Mammoth L.A.	6,039,505	556,786	1,248,526	20,134,254	42,364,318	3,715,854	2,645,606	695,314	2,028,725
Maritime Life, Canada	11,270,776	432,485	1,108,303	4,050,307	45,402,114	1,481,479	1,002,021	510,248	876,580
Prudential	12,521,497,189	784,086,096	164,126,018	6,371,855,309	51,556,764,403	5,414,287,088	1,676,473,472	1,010,750,581	1,452,272,617

Women's Catholic O. of F. ... 29,128,397 671,737 29,128,397 3,856,250 64,893,001 21,684 1,269,209 26,987,891 1,504,723

*New business figure includes revivals and increases of \$45,815,762. *Does not include special group mass hazard, mortality fluctuation and future asset loss reserves of \$14,277,839 which many companies carry as surplus items. *Experience rating refunds of \$3,239,090 were deducted from "premium income" and not included in "total paid to policyholders."

LIAMA Host to Deans of Business Schools

Thirteen deans from schools of business in 12 states and Canada last week attended the annual deans' meeting at LIAMA in Hartford. Sponsored by LIAMA's committee on university relations, the meeting aimed at "strengthening understanding and friendship between the life insurance business and institutions of higher learning."

Deans attending were William H. Childs, Hofstra; O. J. Curry, North

Texas State; Rev. Thomas F. Divine, S.J., Marquette; Clive Dunham, University of Mississippi; Rev. W. Seavey Joyce, S.J., Boston College; Eric W. Kierans, McGill; George E. Manners, Georgia State; Kenneth G. Matheson Jr., Drexel; Glenn D. Overman, Oklahoma City; B. L. Pierce, Bowling Green; George W. Robbins, U.C.L.A.; Stephen W. Vasquez, St. Louis University, and Rev. Owen J. Quigley, C.M., DePaul.

Presiding over the 2-day meeting were committee chairman A. Rogers Maynard, 2nd vice president Metro-

politan, and Donald E. Lynch, director of public relations Mutual Benefit Life and chairman of the subcommittee on the deans' meeting.

Speakers and discussion leaders included Harlan Miller, director of the educational division Institute of Life Insurance; R. Wilfred Kelsey, the institute's director of education in family finance; Dan M. McGill, executive director S. S. Huebner Foundation for Insurance Education and Herbert C. Graebner, dean of the American College.

LIAMA participants included Charles J. Zimmerman, managing director; Lewis W. S. Chapman, director of company relations, and S. Rains Wallace, director of research. Connecticut Mutual was host to the deans at a luncheon.

Backs Editorial for

Letterhead Addresses

Miss Jean P. Riggs, deputy commissioner of the Wyoming insurance department, writes:

You recently ran an editorial in THE NATIONAL UNDERWRITER commenting on the fact that many, indeed most, insurance companies do not show their street addresses on their letterheads.

In the March 22 issue I am pleased to see you have received considerable support.

As a member of a state regulatory body having a voluminous daily correspondence with insurance companies, I would like to raise my voice in a cheer.

In our department, when we receive a letter from an insurance company requiring an answer (and all of them do), it is necessary for us to staple the envelope to the letter, and until such time as the reply is typed, the envelope must stay there. The alter-

native to this practice is for our department personnel to look up the address of each company. You can see how cumbersome this would be especially since all of the correspondence is not from the head office.

Frankly, I cannot see any reason why a company should leave its street and mailing address (if different) off its letterhead and envelope.

As a matter of fact this belief that "everyone knows where we are," has gone a step further, and we have lately been receiving wires asking for forms from cities like Chicago, San Francisco, and New York signed only with a name and title of a minor executive, with no name of company to identify the gentleman in question.

I am very grateful indeed to you for bringing this matter to the attention of the insurance companies in this country, and I can't believe that this practice would continue even for company executives if they knew what a nuisance it is to the rest of the world not associated with their companies.

Group to Tour Pru Building

Chicago Home Office Life Underwriters Assn. will meet April 12 in the new regional home office of Prudential.

STOCKS

By H. W. Cornelius, Bacon, Whipple & Co. 135 S. LaSalle St., Chicago, April 3, 1956

	Previous Week's Bid	Current Bid	Asked
Aetna Life	210	207	210
Beneficial Standard	32 1/4	33	33 1/2
Cal.-Western States	110	109 1/2	112 1/2
Colonial Life	130	125	130
Columbian National	99	95 1/2	99
Commonwealth Life	24 3/4	24	25
Connecticut General	262	256	260
Continental Assurance	184	160	183
Franklin Life	91 1/2	89	91
Great Southern Life	96	94	97
Gulf Life	34 3/4	33 1/2	34 1/2
Jefferson Standard	135	135	137
Kansas City Life	1400	1400	1415
Life & Casualty	39	39	40
Life Insurance Investors	15 1/2	15 1/2	16 1/4
Lincoln National Life	231	225	228
Missouri	26 1/4	26 3/4	27 1/2
National L.A.	93 1/2	93 1/2	95
North American Life, Ill.	24	24	25
Northwestern National	92	90	94
Ohio State Life	225	230	Bid
Old Line Life	56	59	63
Southland Life	130	127	131
Southwestern Life	115	114	120
Travelers	83 1/2	82 1/2	83 1/2
United, Ill.	28 3/4	28 3/4	29 3/4
U.S. Life	155	155	160
West Coast Life	58	56 1/2	58
Wisconsin National	58	59	62

the 1956 BIENNIAL CONVENTION

KEYED FOR
CAREER LIFE
UNDERWRITERS



EQUITABLE

**LIFE INSURANCE
COMPANY OF IOWA**

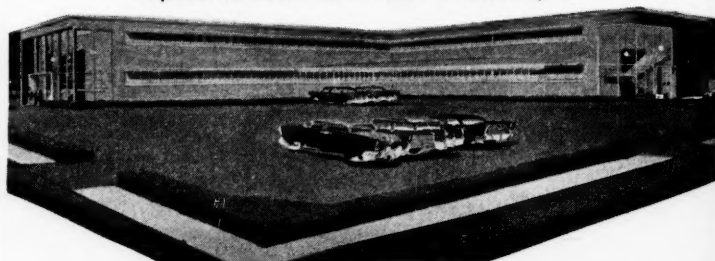
FOUNDED IN 1867 IN DES MOINES

to be held at the Edgewater Beach Hotel during April promises to be another outstanding reunion of qualified field associates from all parts of the country. A time of planning, instruction and review, it will be in keeping with Equitable Life of Iowa traditions wherein friendliness and common interests will add to the pleasures and benefits of all who will be in attendance.

NOW LEASING SPACE PEORIA "INSURANCE CENTER BUILDING"

CORNER KNOXVILLE & EAST FORREST HILL

Peoria's newest and choicest location.
Space available from 1000 to 6000 sq. ft.



- Acoustical Ceilings & Asphalt Tile Floor
- Assembly Room
- Brick & Granite Exterior
- Completely Air-Conditioned
- Free Off-Street Parking
- Cafeteria
- Barber Shop

for further information, contact
RISSE & COMPANY

933 First National Bank Bldg.

Peoria 2, Ill.

Phone Peoria 4-3165



Home Life Agents Get Small-Group Cover, 10-Year Growth Plan

Announcement of a new program of group coverage for firms with 10 to 24 employees and the launching of a 10-year plan for building business



John H. Evans



W. P. Worthington

sources for agents marked Home Life of New York's convention for more than 200 of its leading agents, held at Hollywood, Fla.

A new group program, known as planned security benefits, includes life insurance up to \$10,000, accidental death and dismemberment, A&S, and major medical for employees and their dependents.

President William P. Worthington emphasized that with the new group program "we will be expanding tremendously the markets and career opportunities of members of our field and home office organization."

The 10-year plan for building sources, a systematic program for continually broadening the field force's clientele, was described by John H. Evans, vice-president-sales, who was chairman of the meeting. The plan brought an enthusiastic response from the agents.

It is designed as a complement to the 10-year plan for building agency business sources. It sets forth specific performance assumptions for each agent. These deal with the addition of new clients, the review of present policyholders' coverage under Home Life's planned estates program, and the acquisition of cases under the new planned security benefits program.

"The whole future of this company," said Mr. Worthington, "is based on strengthening and expanding the agency system. We believe we have something well worth holding on to and strengthening. We believe that, working together, there is no question about whether or not we can accomplish it."

The 1955 agency-building award

went to the Atlanta agency, headed by James S. Dudley Jr. The award is based on close scrutiny of each agency's activities including such considerations as increase in service to clients, growth in agency personnel, and general agency efficiency. The Atlanta agency ranked fifth in total business and four of its agents were among the company's leading producers.

Besides Mr. Worthington and Mr. Evans, speakers from the home office included William W. Stewart Jr., manager of agencies; Owen C. Lincoln, vice-president; James T. McCrystal, assistant manager of group insurance; Edward C. Devine, manager of agencies; Eugene C. Kelly, assistant vice-president, and John W. Langdon, manager of agencies. Messrs. Lincoln, Crystal and Devine discussed the planned security benefits program. Mr. Kelly and Mr. Langdon spoke on the importance of quality business and how to get it.

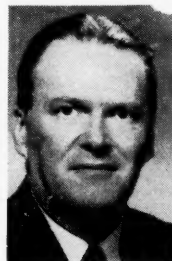
The 3-day conference included panel discussions by leading agents.

Dallas A&H Assn. Slates Dance

Dallas A&H Underwriters Assn. will hold its annual dinner dance April 13 at the Melrose Hotel.

North American Re Names May and Ward Assistant V-Ps

North American Reinsurance appointed William W. May assistant vice-



William W. May

engineer.

John R. Ward has been appointed assistant vice-president doing special work in A&S. During 25 years in the business, he has been with U. S. Life, John Hancock, Home Life of New York, and Johnson & Higgins. He is a former vice-president of Institute of Home Office Underwriters.

Dr. John R. Murphy, who has been

a medical adviser, has been appointed to the staff as medical consultant. He is chief of the peripheral vascular clinic of St. Clare's hospital and director of medicine of Knickerbocker hospital.

Charles J. Rozea has been promoted from assistant secretary to assistant secretary and chief underwriter. He entered the business with North American Re in 1925. He is in charge of the underwriting department.

John J. Rogan has been advanced to assistant secretary in charge of the accounting department and responsible for other activities. He was with Fackler & Breiby, consulting actuaries, and Home Life of New York before joining the company in 1928. He is a lawyer.

Linderman to Direct Central Standard Agencies

Edward J. Linderman has been appointed director of agencies, intermediate division, for Central Standard Life. With Central Standard since 1949, Mr. Linderman for the past four years has been superintendent of agencies, industrial division. His insurance experience includes 11 years with Prudential.

LIFE WITH PROVIDENT

THE 25 TOP MEN

During 1955 Provident's 25 leading ordinary life producers made a record which speaks for itself:

- Paid for over \$25,000,000.
- Averaged 108 cases per man.
- With an average size policy of \$9,541.

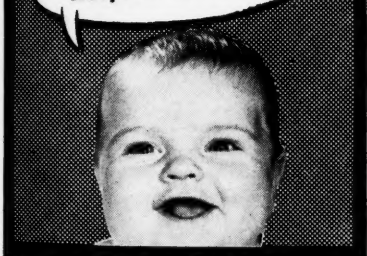
The number of cases per man is one of the significant records. We're proud of these men and all the other fine producers who helped to make 1955 a record production year.



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY
Chattanooga - Since 1887

LIFE ACCIDENT SICKNESS HOSPITAL SURGICAL MEDICAL

Hospital Benefits?



SURE! It's in NEW BABY GROUP!

For complete details write your Gen. Agent or:
The UNITED STATES LIFE INSURANCE CO.
IN THE CITY OF NEW YORK
84 William Street, N. Y. 38, N. Y.

Prudential Appoints Loper at Springfield

Prudential has appointed Walter L. Loper ordinary manager at Springfield, Mass., to succeed Edward L. Carls, who has been named district group supervisor at Buffalo.

Mr. Loper joined the company at Providence in 1948. He went to the home office early last year and was later advanced to regional supervisor.

CLU Peak Enrollments

Candidates for the CLU designation this year have reached a peak of 5,670,

up 620, and are enrolled in a record 291 American College study groups, an increase of 32. The figures do not include candidates not enrolled in classes. The number of new students will not be known until later.

The 1956 CLU examinations will be held June 6-8 at about 150 centers to be selected for maximum convenience. New candidates must file an application with the college to take the examinations. To receive the registration discount, applications and registration fees must reach the college by April 15, after which a late payment charge may be levied.



Burlington, Vt., Assn. of Life Underwriters held a "parade of stars" sales meeting for 150 agents at the Hotel Vermont. Among the participants, shown left to right, were Fred S. Brynn, National Life of Vermont, Burlington, NALU national committeeman; Insurance Commissioner Miller of Vermont; R. L. McMillon, Business Men's Assurance, Abilene, Tex.; Bernard H. Zas, Connecticut Mutual Life, president of the Burlington Association; Arthur F. Priebe, Penn Mutual Life, Rockford, Ill., chairman of Million Dollar Round Table; A. Jack Nussbaum, Massachusetts Mutual Life, Milwaukee, vice-president of NALU; and M. Baxter Cummings Jr., Penn Mutual, Burlington, president of Vermont Assn. of Life Underwriters.

Life

A & H

Group

Franchise

Hospitalization

Brokerage

Reinsurance

life insurance in force exceeds

\$940,000,000.00

PLUS: One of the most advanced agents training programs in the nation . . . Supervised offices . . . Trained Group men to assist agents . . . An alert Underwriting and home office staff . . . Top commissions.

REPUBLIC NATIONAL LIFE

INSURANCE COMPANY

Theo. P. Beasley, President

Home Office, Dallas

Topics Listed for Accountants Meet at N.Y.C. May 21-23

The program has been readied for the international conference of Insurance Accounting & Statistical Assn., to be held May 21-23 at Hotel New Yorker, New York. The number of sessions has been limited this year. The over-flow of any one session will be distributed into second choice sessions. Previously, additional sessions on each subject were provided to accommodate registration. Subjects exclusively of interest to the fire and casualty business are excluded.

Topics to be considered the first day include: Life insurance—general ledger accounting, commission accounting, premium billing, machine room techniques.

Electronics—getting ready for electronics, Univac file computer.

A&S—small company accounting problems, expense allocation for rate making purposes, persistency.

Group—an opening talk by Fred T. Googins Jr., group secretary of Massachusetts Mutual Life, covering the basic principles and philosophy of group insurance; group life and casualty administration on 10-24 lives.

Tuesday's program includes: Life in-

urance—small company forum, mortgage loan accounting, cost accounting and budgeting, dividend accounting, premium accounting, policy loan accounting.

Electronics—applications on the 650, problems associated with installations of large companies, electro-data magnetic tape experience, problems associated with the installation of large computers.

A&S—accounting panel, accumulating data for annual statements, claim analysis for underwriting review, internal audit techniques, statistical and accounting practices in connection with non-cancellable policies.

Group—controls for self-accounting cases, claim administration, reasons for maintaining employee information, commission accounting, reinsurance and coinsurance, premium billing and collection, department organization, problems and solutions in benefit changes and extension of plans.

Fraternal—open forum on problems peculiar to fraternal societies, question box on office procedure.

The Wednesday program includes: Life insurance—audit procedures, off the record forum. Electronics—applications on the 650. A&S—informal panel discussion. Group—problem clinic.

United of Omaha Raise 7 in Its Training Staff

United Benefit Life has promoted seven members of its home office life training staff. John A. Brownrigg, formerly with the Brink agency of United of Omaha at Detroit, has been named senior administrative assistant; C. S. Young, formerly director of training, becomes Great Lakes regional supervisor; Robert L. Jennings, formerly with the Stephens agency of the company at Kansas City is the new mid-west regional supervisor; Jerry Vartelas, formerly with the company's Long agency, New Haven, will serve as southern regional supervisor; Robert F. Fogle, formerly with the Swisher agency, Columbus, has been appointed director of training; W. F. Hendrickson, formerly with the company's Pittsburgh agency, is now assistant director of training, and J. A. McPherson, with the company since 1952, also has been appointed assistant director of training.

Supervisor at Hamilton, Ont.

Great-West Life has appointed George T. Allen supervisor of its Hamilton, Ont., branch, working with J. Hiles Templin, Hamilton manager.

YOUR TRAINING IS CONTINUOUS

when you're a Modern Woodmen Agent

Men who keep abreast of latest developments in the life insurance industry are the ones who profit most. As a Modern Woodmen agent you keep abreast because your training never stops. Training groups are purposely kept small. In this way you get virtually personal attention from instructors who have mastered every phase of life insurance . . . its principles . . . its uses . . . its applications and sales procedures.

Increased earnings and the opportunity to "get ahead" are built into the future of every Modern Woodmen Agent. If you want a career with a continuous future . . . one that places no limits on the use of your talents . . . there's a place for you at Modern Woodmen.



MODERN WOODMEN OF AMERICA

Life Insurance Since 1883

Home Office Rock Island, Ill.



(Modern Woodmen's Home Office training permits agents to share ideas and experience that they can put to work profitably in the field.)

Prior Inspection of N. Y. May Require A&S Advertisements

New York has not definitely decided what form it will use to administer the newly adopted regulation 34—the A&S advertising code promulgated by National Assn. of Insurance Commissioners and the state's preamble to it—but the insurance superintendent may recommend a system of prior inspection of all such advertisements, Arthur F. Lamanda, deputy superintendent, said at a meeting of A&H Club of New York.

Pending a final decision on this point, and to note compliance with the new rules, department examiners have been instructed to review advertising files as a part of their regular examination procedures.

New York has a special provision in regulation 34 which requires each insurer to maintain a complete advertising file at its home or principal office. The file must contain every printed, published or prepared advertisement

of individual policies, and typical printed, published or prepared advertisements of blanket, franchise and group policies disseminated after Feb. 1, 1956, in New York or any other state, whether licensed or not in other states.

Each ad must have a notation indicating the manner and extent of distribution and the form number of the policy advertised. Further, they are required to maintain all such advertisements in files for three years. When the company files its annual statement with the department, it must be accompanied by a certificate executed by an authorized officer which states that to the best of his knowledge, information and belief, the advertisements disseminated by the insurer during the preceding statement year complied, or were made to comply, in all respects, with the provisions of the regulation.

The insurance department has stated that it will take into consideration the content, detail, character, purpose and use of the advertisement, and specifically whether the advertisement is the direct or principal sales inducement, or whether its function is to invite inquiry for details concerning the insurance advertised, either by follow-up literature or by personal interview.

Mr. Lamanda said that while violations have not been found, and there is no precedent, he believes that any proved infractions will probably be regarded as unfair trade practices and treated accordingly.

In the department's opinion the new code does not impose an undue burden on insurance, he said. It believes that the regulation contains the type of provisions which any sound and prudent management, searching for standards which would effectively govern its advertising practices and keep them within the proper bounds, would establish for its own operations. Mr. Lamanda even predicted that in the future the business will be grateful for the instrument which prescribes the ground rules for A&S advertising.

An interpretive guide is being prepared by a special committee of NAIC. The guide will ultimately comprise a compendium of opinions, rulings and annotations in respect to the provisions of the code. When the guide is completed, Superintendent Holz has promised to furnish a copy of it to each authorized insurer in the state, Mr. Lamanda said.

Peoria Insurance Center Now Leasing Office Space

Leases are being negotiated for the Insurance Center building now under construction at Peoria. It is expected there will be exclusively an insurance tenancy.

The \$350,000 building is being constructed by E. C. Risser, president of the Risser & Company agency. There will be approximately 15 insurance offices and spaces of from 1,000 to 6,000 square feet are available.

The L-shaped structure will front on both Knoxville and Forest Hill avenues, where off-street parking will be provided. There will be a cafeteria and assembly room. Modern throughout, the 3-story building will be air conditioned and feature windows especially planned for insurance purposes. All will reach only to within four feet of the floors, allowing the space below to be utilized for filing cabinets. Space in the basement will be provided for dead storage.

Walls will be a pink-hued brick, and entrances a combination of imperial red granite, aluminum and glass. There will be an outside louvered canopy over the windows to eliminate direct sun rays. Completion of the building is scheduled for next September.

Fidelity Life of Ill. Has Best Year in '55

Fidelity Life of Illinois recorded its greatest year of growth and expansion in 1955 with life in force figures increasing to \$77,101,624 a gain of \$6,595,550. This gain was \$3,946,827 greater than the previous record performance in 1954. Total assets of Fidelity increased to \$20,381,757, a gain of \$808,685. New sales reached a peak of \$11,464,681, a 72% increase over 1954.

Fidelity paid benefits amounted to \$1,480,761 and another \$126,838 was

paid in dividends or refunds. Vital to the expansion of Fidelity business was its affiliation with the Kemper group, which expanded the Fidelity sales area from 8 to 16 states and resulted in an outstanding volume of new business.

Electronic Data Processing Talk

A talk on electronic data processing will be given by R. Hunt Brown, president of Automation Consultants, Inc., New York City, at a dinner meeting of American Pension Conference on April 10 at Hotel New Yorker.

**AMERICAN
MUTUAL
LIFE**
DES MOINES, IOWA

general agencies
available in
Michigan
Illinois
Texas
Missouri
Kansas

a general agency
company with over
\$200,000,000
in force and
\$50,000,000
in assets

featuring the
All-American
career contract
write
H. S. McCONACHIE
vice president



**BANK LOANS
ON VESTED
RENEWALS**

THREE OR FOUR
YEAR REPAYMENT

**UNDERWRITERS CREDIT &
GUARANTY CORPORATION**

340 Pine Street, San Francisco 4, California
Southern California & Arizona Branch Office
9935 Santa Monica Blvd., Beverly Hills, Calif.

If you are a successful life insurance agent, your experience is one of your most important assets. Investing this asset in a Protective Life General Agency guarantees increased opportunity, greater immediate earnings, and permanent future security.

Investigate now the many advantages of becoming a Protective Life General Agent, including:

- ★ A flexible, top-commission General Agent's contract which allows you to utilize all of your managerial and production abilities.
- ★ Continuous supervision and advanced field training to all new agents you bring into the business.
- ★ Effective visual presentation material on a variety of policy contracts which spurs new agents into immediate production.
- ★ A prestige-building advertising and promotion program tailored to fit any situation.

GENERAL AGENCY OPENINGS THROUGHOUT THE SOUTHEAST

Write to C. B. Barksdale, Agency Vice-President

Over \$775 million in force

PROTECTIVE LIFE

William J. Rushton
President

Serving the South
Since 1907



Insurance Company

PROTECTIVE LIFE BUILDING
BIRMINGHAM, ALABAMA

EDITORIAL COMMENT

Conduct, Not the Label, Is What Counts

"We should not claim that life underwriting as such is a profession but there is good reason to refer to a 'professional concept' in life underwriting or to assert that individual underwriters may conduct themselves in a professional way," says an announcement put out by the American College as the considered opinion of its council of educational advisers.

Adroitly evading the question of whether it is accurate to call a person who does no underwriting an "underwriter," or to refer to his sales, service and advisory work as "underwriting," we concur in the opinion of the American College's advisers. Moreover, we believe it is a good thing to have an opinion on this "professional" question from such competent authority, even though there are some who will disagree and insist that what the life insurance agent does comes within the generally accepted definitions of "profession."

It has seemed to us for a long time that life insurance men should quit worrying about getting the "profession" tag applied to their occupation. It reminds us of the riddle attributed to Lincoln: If you called a cow's tail a leg, how many legs would a cow have? Calling an occupation a profession doesn't make it one, any more than calling a cow's tail a leg means that she has five legs.

Attempts to achieve professional status for an occupation mainly by insistence on such status don't achieve much except confusion. Take the example of "underwriter," already referred to. As a substitute for "agent" or "salesman" the word "underwriter" has never got very far, except in the official names of field men's organizations and in "chartered life underwriter." To the relatively slight extent that "underwriter" in that sense has gained currency among the general public it has served to substitute vagueness for preciseness in the public's understanding of a term that basically means a risk-assumer.

Whether the term "underwriter," "profession" or any other is involved, it's pretty much a case of "handsome is as handsome does." If life agents conduct themselves in conformance with professional standards, their occupation is going to rise in public esteem. If they don't, then attempts to hang the "profession" label on themselves will fool no one and only serve to blur the generally accepted idea of what a profession is.

The American College's council of educational advisers has done well to recognize that there is good reason to refer to the "professional concept" in life insurance sales work and to say that individual agents may conduct themselves as professional men. Those are the important considerations. They

are what will govern the public's attitude toward life insurance agents and toward life insurance selling in general.

Elements entering into a correct definition of a profession, according to the council of educational advisers, would include a body of knowledge of a character significant to the public, skill in using the knowledge, and a code of ethics whose policing is outside the individual practitioner.

Some day it may be in the public interest for the selling of life insurance to be limited in such a way that it would meet those exacting standards. As things stand now, the imposition of such standards would serve mainly to cripple the badly needed expansion of the services that life insurance salesmen can render. At this point, to insist on too-fancy professional standards and training would be a little like insisting that every member of the Army medical corps be a fellow of the American College of Surgeons. It's better to maintain the highest standards in the business of life insurance than to worry about whether it's a profession or not.

PERSONALS

Louis J. Grayson, Travelers, Washington, D.C., a trustee of National Assn. of Life Underwriters, and his wife and daughter are on a 3-week trip through the southern and western states and Canada.

William H. Joslin Jr., who has been named general agent of National Life of Vermont in Providence, has been with Connecticut Mutual Life in Providence for nine years. He is a CLU, member of the 1955 Million Dollar Round Table and past president of Providence Assn. of Life Underwriters.

Robert O. Huffman, director of Jefferson Standard Life and a Morganton, N.C., industrialist, has been named "man of the year" for 1955 by Morganton Rotary club.

R. Howard Dobbs Jr., president of Life of Georgia, has been elected president of the Atlanta Rotary club.

Paul F. Clark, president of John Hancock, has been appointed to a development council to advise the presi-

dent of Boston university on planning and programs for the development of the university.

Herman Knauss, planning director of Mutual of New York, will be chairman for two sessions of a special conference on systems planning and control to be held April 23-24 in New York City by American Management Assn. He is AMA vice-president in charge of the office management division.

J. Russell Townsend Jr., general agent of Equitable of Iowa at Indianapolis, has filed as a candidate for Indiana state senator from Marion county (largely Indianapolis) in the Republican primary. Mr. Townsend was a state representative from Marion county, 1946-48.

Life Influence in Stock Market Is Overrated, Says Dow

The importance of life insurance money in the stock market has been vastly overrated, President Charles W. Dow of Equitable Society told the San Francisco Security Analysts Group.



Charles W. Dow

"Common stock holdings of all life companies represent less than 2% of their assets—less than \$2 billion in value," he said, adding that the life companies' great tradition of conservative financial management will always keep the proportion of their assets going into common stocks at a very low level.

Mr. Dow cited the New York insurance law which limits common stock investments to 3% of assets and the present "reasonably adequate" yields of corporate debt securities and real estate mortgages as additional reasons why insurance company investment in stocks is so low.

"We all know that more risk attaches to the ownership of equities than to the ownership of bonds and mortgages," Mr. Dow said. "I believe that the industry can maintain that precious public confidence only so long as it minimizes its investment risks. Then it can most surely meet the 'living risks,' if you will, of its policyholders."

Mr. Dow assured the analysts that although he considered an increase in common stock holdings unsuitable for insurance companies, he was not bearish on common stocks. He reminded his audience that "the life insurance industry is firmly established on a foundation of optimism—not only optimism for tomorrow and the next day—but for a hundred years, and more."

The San Francisco talk culminated a week-long western trip by Mr. Dow during the course of which he met with local Equitable personnel and leading citizens of Milwaukee, Los Angeles, and Cedar Rapids, Ia. Mr. Dow also held press conferences in each of these cities.

Speaking informally to these local audiences, Mr. Dow emphasized life insurance's role in the future development of the country: "Basic trends assure that the demand by Americans for the protective services of life insurance companies will rise to unprecedented heights in the future. These trends are the growth of the population, the increasing longevity of our people, and the economic upgrading of our entire society."

Ky. Adopts A&S Ad Rules

LOUISVILLE—The Kentucky department, after hearings a few weeks ago, has adopted the NAIC rules on A&S insurance advertising.

DEATHS

RICHARD KELLER, 41, secretary of the group department of Bankers Life & Casualty, died at Acapulco, Mexico, where he was on company business, after an illness of one week. He had been with Bankers L&C. for eight years, and prior to that was with Hartford Accident in Chicago.

CAD R. EASTERDAY, 76, Penn Mutual Life general agent at Lincoln, Neb., since 1919, died.

D.C. Law Imposes \$25 License Tax on Agents

A new Washington, D.C., revenue law will impose a \$25 annual license tax on each agent starting in 1957.

Until the new law was enacted, agents were not required to pay taxes under the unincorporated business tax act because more than 80% of their earnings were deemed to have been derived from personal services.

D.C.-Baltimore Congress April 19

District of Columbia and Baltimore Assns. of Life Underwriters will sponsor a "5-star sales congress" April 19 in the Shoreham hotel, Washington. J. Hicks Baldwin, general agent of New England Mutual Life and president of the District of Columbia association, will extend the welcome.

Speakers will be Sherman O. Schumacher, general agent of Provident Mutual Life in Akron; Glenn W. Isgrig, general agent of Lincoln National Life in Cincinnati; Harold M. Covert Jr., Mutual Benefit Life, Allentown, Pa.; Benjamin W. Arnold III, Union Central Life, Providence, and Homer C. Chaney, 2nd vice-president and director of agencies of New England Life.

See \$1.2 Billion in Dividends

U.S. life companies this year will pay dividends totaling \$1.2 billion to participating life policyholders, an increase of \$100 million, Institute of Life Insurance has estimated. The increase will reflect the growth of insurance in force, increasing age of policies in force and larger schedules of dividend payments.

The NATIONAL UNDERWRITER

—Life Insurance Edition

EDITORIAL OFFICE:

99 John St., New York 38, N. Y.

Executive Editor: Robert B. Mitchell.

Assistant Editors: John B. Lawrence, Jr.

and Eloise West.

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Murray 8-1634. Fred Baker, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. R. J. Wighaus, Resident Manager.

CHICAGO EDITORIAL OFFICE:

175 W. Jackson Blvd., Chicago 4, Ill.

Associate Editors: Charles C. Clarke and John C. Burridge.

Assistant Editors: Richard J. Donahue and Charles L. Manning.

Copy Editor: William L. Finnerty.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 1-2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DETROIT 26, MICH.—502 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Manager for Indiana and Michigan.

ADVERTISING OFFICE:

175 W. Jackson Blvd., Chicago 4, Ill.

Telephone Wabash 2-2704.

Advertising Manager: Raymond J. O'Brien.

SUBSCRIPTION OFFICE:

420 E. Fourth St., Cincinnati 2, Ohio.

Telephone Parkway 1-2140.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 2-9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3953. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. J.—10 Commerce Ct., Tel. Mitchell 2-1306. John F. McCormick, Resident Manager.

OFFICERS:

Howard J. Burridge, President.

Louis H. Martin, Vice-President.

Joseph H. Head, Secretary.

John Z. Herschede, Treasurer.

420 E. Fourth St., Cincinnati 2, Ohio.

Telephone Parkway 1-2140.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Fred L. White, Resident Manager.

PHILADELPHIA 9, PA.—1027 S. Broad St., Room 1127, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

SAN FRANCISCO 4, CAL.—Flatiron Bldg., 544 Market St., Tel. Exbrook 2-3054. A. J. Wheeler, Pacific Coast Manager.



Mich. Study Group Told to Expect More Blue Cross Increases

LANSING—A continued upward trend in Blue Cross rates in Michigan was forecast to Gov. Williams' special study commission during the past week, and a representative of United Automobile Workers-CIO, whose president, Walter Reuther, has been the severest critic of Michigan Hospital Service and Michigan Medical Service, testified that the unions' members would be willing to pay higher rates for improved service.

William S. McNary, general manager of the hospital service, said the 15% rate boost which became effective March 1 will not keep the organization solvent for more than a year if hospital costs continue upward, as indicated. Blue Cross had asked approval of a 23% increase but only the 15% was allowed.

Mr. McNary attributed spiraling costs largely to higher labor expense, noting that salary costs now constitute 70% of the total costs of operating non-profit hospitals. He conceded that some subscribers are responsible for abuses of the services' benefits but that "no way has been found to stop it without use of police methods which are not believed to be in the public interest." Over-use and overutilization of hospital facilities were called the major abuses. He defended doctors against recent critics, particularly Reuther, who held their extra charges approximated their former full fees, leaving Blue Cross payments to them as "velvet." He said placing all blame for either of the abuses he had listed on doctors would be "unrealistic and unfair."

James Brindle, director of the UAW-CIO social security department, whose union represents about half of the more than 3,600,000 Michigan Blue Cross members, said the union's opposition to the recent rate raise did not mean unwillingness to pay "the proper cost of prepaid care." He said wage increases for hospital staffs produced necessary added costs, but criticized "wasteful practices," deficiencies in the prepayment mechanism and "faulty utilization of hospitals" as the chief unnecessary expenses.

John C. McDurry, secretary and general manager Michigan Manufacturers Assn., laid responsibility on the hospitals and medical profession jointly for making Blue Cross services operate efficiently. He said workers generally prefer private medical care programs to any operated by government and, unless private care programs are properly operated, government controlled

plans might be expected to supplant them.

The Michigan legislature, nearing the adjournment scheduled for April 6, had taken no further action early in the week toward conducting its own investigation of Blue Cross operations although three resolutions calling for such studies are still under committee consideration.

Describes Home Life "Mr. Spendrite" Drive

Home Life's "hold-the-line" program, symbolized by "Mr. Spendrite,"

reduced total expenses and developed an expense management program that was popular in the home office and the field, according to Eugene C. Kelly, assistant vice-president.

Mr. Kelly, who described the program to Society of LOMA Graduates in New York City, said home office and field expenses dropped 9% in 1954. Non-scheduled supply requisitions were reduced 80% in the first four months, telephone toll charges were cut 22% and overtime work dropped 15%. These and other savings helped check a sustained rise in expenses and helped make possible an increased schedule of policy dividends. "Mr. Spendrite," a cartoon character with a coin-shaped body and an ever-present grin, was created to sell the "hold-the-line" expense management program throughout the company. His continued use throughout the campaign helped create a continuing desire to help in expense management. This program was described in a feature story in THE NATIONAL UNDERWRITER some months ago.

"Mr. Spendrite" gave the company a foundation for many other activities for better operation. His use showed that it is possible to popularize expense management, Mr. Kelly said.

Provident Mutual Names Sutor to Agency Post

Provident Mutual Life has appointed James F. Sutor assistant manager of agencies. Mr. Sutor, with the company since 1947, was appointed home office supervisory unit manager in 1954. He has been in agent selection, training and personal production.

CORRECTION

William R. Gardner, general agent of John Hancock at Richmond, legislative chairman of the Virginia Assn. of Life Underwriters, writes:

In the March 23 issue of THE NATIONAL UNDERWRITER there is a reference to an agent's qualification law passed by the Virginia legislature. This article contains an incorrect statement.

This legislation provides for a six month's temporary license during which period one may obtain a certificate of qualification by either passing an examination given by the state corporation commission (insurance department) or having his company certify to the fact that he has satisfactorily completed an agent's training course which has been approved by the commission and not the company as stated in the article. The only industrial agents who are exempt are those representing companies which write only industrial insurance. In other words, the requirement is the same for agents writing strictly ordinary business and for those representing other companies. You are correct as to the law being applicable to those writing A&S insurance.

Harmelin Agency Life Course

The Harmelin agency of Columbian National Life in New York City is holding a free, 5-lecture course, beginning April 4, to prepare brokers for the New York State life agents' examination on April 19.

Exhibit John Hancock Paintings

A group of 50 original paintings from John Hancock's series of advertisements devoted to the American way of life were selected for a special exhibit at the Society of Illustrators in New York City.



THE TRAINING PROGRAM WORK AT STATE MUTUAL?

When a new man joins our Company he is immediately enrolled in a two-year course of study under careful supervision. Those who successfully complete the studies gain a solid and useful background in life underwriting.

The added knowledge they gain, beginning with basic selling fundamentals and ending with specialized field work in programming, not only helps them to earn more money, it also greatly increases their job satisfaction.

Later, for those qualified men who would like to investigate opportunities in agency management, State Mutual maintains a Management Training and Market Development Center in Pittsburgh. Here in this field laboratory an individual can come to a definite opinion, after on-the-job training, as to his potential success as a field manager. And all of this is done without in any way jeopardizing his position as an underwriter. By now you've probably gathered—TRAINING is a mighty important subject around State Mutual.

STATE MUTUAL LIFE
Assurance Company
OF WORCESTER, MASSACHUSETTS



SURE! It's in NEW BABY GROUP!

For complete details write your Gen. Agent or:
The UNITED STATES LIFE INSURANCE CO.
IN THE CITY OF NEW YORK
84 William Street, N. Y. 38, N. Y.

\$6,057 every hour

Every hour of each working day last year more than \$6,057—or a total of \$12,258,973—was paid by the Home Office of the Woodmen of the World to its members and their beneficiaries. Every day of the year Woodmen know their safe, sound, legal reserve Woodmen life insurance protection will come quickly to their aid when it's most needed.



World's Financially Strongest Fraternal Benefit Society

WOODMEN OF THE WORLD

LIFE INSURANCE SOCIETY

Home Office: 1708 Farnam Street
Omaha 2, Nebraska

HOWARD M. LUNDGREN, President
MAX B. HURT, Executive Vice President

J. R. SIMS, Secretary
JOHN N. COCHRAN, Treasurer

Atlantic Advantages

Sales During 1955 Show Increases; In Force and Assets at New Highs

Progress is the keyword in Atlantic's report for 1955.

Here are some of the highlights:

- Life sales up 21%
- Accident and Sickness sales up 46%
- In force up 7.9%—now \$361,005,700
- Assets up 5.9%—now \$87,192,437

Many new and significant all time records have been set by this fast growing, progressive company which has a 56 year record of service.

ATLANTIC LIFE

INSURANCE COMPANY
HOME OFFICE: Richmond, Virginia

More than a Half-Century of Service

COMPLETE COVERAGE ALL UNDER ONE ROOF!

LIFE

- Par and Non Par
- Up to 500% Substandard
- Featuring Flexible Plans

ACCIDENT & SICKNESS

- Complete Line, Including Major Medical
- Commercial
- Non-Cancellable and Guaranteed Renewable

MASS COVERAGES

- Pension Trust
- Group Life and Accident and Sickness

One of the nation's fastest growing companies, with competitive rates, top commissions and prompt underwriting.

UNPARALLELED AGENCY FRANCHISES OFFERED:

CONTACT JOHN R. RAY, AGENCY VICE PRESIDENT

JEFFERSON NATIONAL
Life Insurance Company



INDIANA POLIS
INDIANA

'55 Ill. New Business, Life in Force Shown

(CONTINUED FROM PAGE 5)

	New Business	In Force
	\$	\$
Midland Mutual (G)	37,297	1,331,936
Midland Nat'l	964,491	12,822,680
Minn. Mutual	6,870,638	11,220,871
(G)	4,025,063	32,791,703
Missouri	12,109,079	58,673,793
(G)	2,545,576	11,249,973
(I)	826,226	1,164,243
Monarch Life	13,855,756	23,892,301
(G)	1,941,361	12,757,861
(I)	51,927	484,819
Monumental Life	8,273,225	59,780,813
(G)	7,648,102	52,769,937
Mutual Benefit Life	25,812,797	282,744,614
Mutual Life, N.Y.	28,634,333	373,649,008
(G)	1,031,498	2,222,536
Nat'l Fidelity	32,000	994,714
Nat'l Home Life	871,200	1,598,714
(G)	63,847	65,550
National L.&A.	9,813,574	60,160,603
(G)	813,457	2,431,178
(I)	40,112,082	130,946,866
National Life, Ia.	309,931	6,422,366
National Life, Vt.	20,379,430	127,668,136
Nat'l Reserve	587,597	1,029,436
Nat'l Travelers	36,785	149,884
Nationwide Life	335,811	2,052,219
(G)	445,226	1,669,924
New England Mut.	38,968,416	344,342,349
(G)	4,116,482	13,317,163
New York Life	124,533,143	1,134,430,146
(G)	20,541,635	49,183,746
North Am. L.&C.	5,899,345	16,789,529
(G)	2,279,000	17,655,200
North Am. Reassur.	27,523	1,039,779
Northern Life	56,554,286	767,898,615
Northwestern Mut.	10,880,883	93,301,001
Northwestern Nat'l	3,206,156	30,002,524
(G)	28,089,558	118,891,839
Occidental, Cal.	19,205,815	132,823,503
(G)	37,051,089	105,836,626
Ohio National	15,443	50,365
(G)	67,104	7,506,007
Ohio State Life	107,000	128,500
Old Equity Life	482,894	9,878,113
Old Line Life	7,035,389	73,910,459
Pacific Mutual	3,907,776	18,909,552
(G)	1,463,624	8,107,607
Pan-American	860,192	3,482,631
(G)	2,396,882	1,946,460
Patriot Life	56,200,193	54,934,993
(G)	2,396,955	18,298,681
Paul Revere	2,336,210	4,597,280
(G)	26,207,993	280,589,272
Penn Mutual	1,108,374	9,590,275
Peoples Life	590,904	759,804
(G)	2,018,117	9,097,846
Philadelphia Life	48,695	48,483
(G)	9,107,886	92,972,554
Phoenix Mutual	68,422	457,451
Pierce	298,002	1,759,425
Postal L.&C.	1,618,030	10,340,650
Presbyterian Min.	4,915,081	8,428,462
Provident L.&A.	5,699,900	41,380,500
(G)	9,000	21,000
Provident L.C.	9,991,944	80,302,443
(G)	21,609	81,052
Prudential	292,716,861	2,200,387,126
(G)	171,000,269	677,943,080
(I)	30,849,769	647,055,764
Quaker City	21,320,258	20,635,258
(I)	10,065,670	64,525,105
Republic Nat'l	990,500	1,860,500
(G)	270,649	721,269
Reserve Life	2,603,030	8,326,045
Security Benefit	307,476	1,573,927
Security L.&A.	469,340	1,760,350
(G)	541,757	4,374,358
Security Mutual	2,839,800	4,650,800
(G)	352,000	332,000
Standard L.&A.	720,600	3,280,641
Standard, Ind.	3,864,700	13,361,119
State Life	17,541,498	115,920,663
State Mutual	9,993,157	37,690,653
(G)	83,865	75,901
Stuyvesant Life	6,511,551	22,315,664
Sun Life	6,661,462	23,549,845
(I)	1,392,449	1,171,728
Superior Life	39,918,987	311,955,857
Travelers	135,503,158	1,052,287,392
(G)	627,052	2,755,466
Union C.&L.	17,259,619	50,473,179
(G)	7,946,839	93,454,490
Union Central	4,599,339	18,025,676
(G)	192,166	1,579,156
Union Labor	28,299,187	65,992,487
(G)	565,599	8,558,860
Union Mutual	7,470,000	10,579,500
(G)	16,463,492	75,901,521
United Benefit	1,533,478	148,714,291
(G)	1,112,495	5,103,385
United Home	1,552,500	3,909,941
United Services	8,218,182	21,187,606
U.S. Life	761,600	15,864,999
(G)	41,000	952,500
Universe Life	12,500	716,500
(G)	186,600	646,000
Volunteer State	6,805,523	10,578,527
(G)	25,427,775	232,000,711
Western & Southern	295,071	3,995,021
(G)	18,055,649	178,798,000
Wisconsin Nat'l	3,522,114	15,944,672
Woodmen A.&L.	1,470,740	5,619,000
(G)	577,717	860,228
World	19,687,000	14,896,268
(G)	1,446,602	2,140,124
Zurich Life	318,000	316,000

CANADIAN COMPANIES

Canada Life	1,464,301	14,575,865
(G)	325,500	1,236,500
Great-West Life	15,178,198	134,679,449
(G)	8,814,208	51,440,487

	New Business	In Force
	\$	\$
Manufacturers	8,065,002	37,086,944
Sun Life	2,029,563	92,610,074
(G)	45,291	55,203,209

ASSESSMENT COMPANIES

Acme Life	31,933	99,112
(G)	435,000	1,567,000
(I)	280,442	1,457,592
American Cont.	112,500	316,398
(G)	2,033,300	6,837,300
American Life	200,410	451,741
(I)	16,998	30,222
Central National	830,348	1,507,034
(G)	565,000	565,000
(I)	184,921	272,788
Colonial L.H.&A.	245,095	1,127,573
Crown Life	329,845	2,617,004
Employees Life	4,282,244	5,586,773
(G)	74,000	74,000
(I)	428,998	387,417
Family Protection	999,389	3,654,453
Golden Rule Life	1,015,820	1,608,891
(G)	348,000	823,250
Great States Life	1,897,054	14,371,287
(I)	773,750	1,060,000
Guarantee Trust	939,433	5,208,950
Illinois L.&A.	20,492	192,990
(G)	2,305,000	2,301,000
Illinois Security	593,616	924,356
(I)	52,882	165,202
Jefferson Life	166,589

DIRECT Contract

DIRECT Contract WITH HOME OFFICE

★ A lucrative **DIRECT CONTRACT** that nets you more money.

★ Home Office **DIRECT CONTRACT** help, supervision, co-operation.

★ Highly saleable line of **LIFE, A&H, SURGICAL BENEFIT and HOSPITAL** coverages.

OPPORTUNITIES in Arkansas, Indiana, Iowa, Kentucky, Maryland, Mississippi, Missouri, Ohio and West Virginia.



Write to:
EVANS M. JACOBSON
Supt. of Agents

Mutual Savings Life
5701 Waterman Blvd., St. Louis 12, Mo.



A Combination Company offering all forms of Ordinary Life, Weekly Premium Life, Hospitalization, Health and Accident, and Credit Life Insurance.

\$175,240,681

Life Insurance in force Dec. 31, 1955

Our 49th Year of Service

	New Business \$	In Force \$		New Business \$	In Force \$
Marquette Life (G)	32,750	323,009	American Life	12,580	612,886
Cath. Life (G)	2,500	71,500	American Woodmen	76,645	888,178
Midwest Life	2,920,787	2,979,940	Assn. Lith. Wrkrs.	2,800	728,450
(G)	377,400	1,113,350	Baptist Life	93,875	622,713
(I)	533,386	262,460	Ben Hur Life	345,000	10,263,633
Northern Security	558,386	1,070,657	Cath. Cent. Union	51,900	1,506,422
(G)	564,500	6,349,000	Cath. Family Life	322,000	1,012,905
Peerless Life (I)	135,184	276,596	Cath. Knights, Ladies	36,933	1,325,593
Pilgrim National	476,326	3,793,186	Croatian Cath. Union	90,850	1,226,150
(I)	520,179	370,097	Croatian Frat. Union	398,800	11,209,270
Pioneer Life	488,004	5,664,686	Czech Cath. Union	31,700	1,824,691
(I)	1,130,759	1,011,175	Danish Brotherhood	3,625	550,250
Pioneer-Security	645,600	1,143,213	Degree of Honor Prot.	74,400	1,545,942
Union Life	167,500	9,791,600	Equitable Reserve	631,123	4,886,142
(I)	1,311,090	3,041,833	Farband-Labor Zion	33,550	616,505
Unity Mutual	26,225,104	25,772,315	1st Cath. Slov. Ladies	407,000	8,838,039
Western Life	914,374	4,232,848	1st Cath. Slov. Un.	328,000	6,189,143
(G)	95,404	30,893	Gleaner Life	742,074	6,733,008
(I)	2,158,747,799	16,107,414,954	Greater Ben. Union	207,000	2,599,300
Total Ord. '55	1,385,452,148	7,946,884,456	Greek Cath. Union	16,000	880,035
Total Ind. '55	329,583,636	2,487,249,234	Hungarian Ref. Fed.	97,250	1,208,550
All Classes	3,873,783,583	26,541,548,644	Ind. Ord. Foresters	6,619,000	10,687,587
Total Ord. '54	1,852,707,960	14,901,028,176	Knights of Columbus	8,630,064	52,678,642
Total Group '54	1,272,754,566	7,239,212,730	Ladies Cath. Benev.	447,750	6,480,796
Total Ind. '54	326,168,799	2,469,103,534	Ladies Pa. Slov. C.U.	17,000	543,982
All Classes	3,451,631,325	25,636,344,440	Lithuanian Alliance	53,100	1,516,782
			Lithuanian Cath.	31,500	1,364,515
ILLINOIS FRATERNALS*					
Cath. Knights & Ladies	261,637	5,295,642	L'Un. St. Jean Bapt.	14,500	728,334
Cath. Foresters	1,646,200	26,313,888	Lutheran Brotherhood	7,856,587	39,113,358
Concordia Mutual	1,145,673	16,740,818	Maccabees	123,000	6,237,156
Czech Society	932,004	16,573,968	Nat'l Mutual Ben.	599,771	2,436,935
Firemen's Mutual Aid	556,000	6,891,354	Nat'l Slovak Soc.	98,831	2,397,170
Grand Carniolan	290,650	8,386,123	Order Scot. Clans	29,250	576,258
Hibernian Life	16,000	505,456	Polish Nat. Union	145,300	2,072,081
Ind. Ord. Svith.	189,500	4,783,168	Polish Union, Am.	13,500	2,362,592
Ind. Ord. Vikings	123,300	2,223,157	Polish Union, U.S.	101,300	1,725,278
Italo Am. Nat'l	126,400	2,853,793	Prot. Home Circle	121,288	2,362,592
Modern Woodmen	8,508,119	85,103,285	Royal Arcanum	274,842	4,960,165
Mutl. Ben. & Aid	88,500	3,220,008	Serb Nat'l Fed.	156,750	2,396,100
Nat'l Frat. Deaf	22,500	511,840	Slovak Cath. Sokol	110,513	2,279,763
No. Am. Union	100,500	6,191,378	Slovak Evang. Union	8,500	783,477
Ord. Sons Italy	93,700	1,091,900	Slovak Gymn. Union	37,300	1,978,554
Polish Alma Mater	73,000	3,267,129	Sons of Norway	176,500	1,216,729
Polish Alliance	2,662,250	53,258,607	Standard Life Assn.	46,250	1,253,678
Polish Cath. Union	811,750	26,771,885	Ukrainian Nat'l	402,500	5,243,713
Polish Women's All.	394,000	11,788,785	Ukrainian Wkgmen's	106,700	1,128,778
Pullman Porter's	11,000	868,715	Unity L.A.	207,694	1,148,602
Royal League	211,500	7,229,871	William Penn Frat.	396,400	4,514,368
Royal Neighbors	4,429,500	93,970,113	Women's Benefit	143,702	9,172,533
Russian Ind. Mut.	14,250	803,536	Woodmen Circle	519,838	4,977,105
St. Vito Frat.	26,000	555,745	Woodmen, World	1,295,561	15,505,698
Slovene Nat'l Ben.	293,000	6,277,622	Workmen's Benefit	320,182	1,747,186
Supreme Roy. Circle	353,553	615,153	Workmen's Circle	4,500	520,002
United Polish Women	64,700	2,065,188	Total '55	74,504,106	785,518,506
Unity of Czech	71,000	3,200,173	Total '54	61,872,561	1,379,498,598
Western Cath. Union	347,750	7,020,665			
Women's Cath. O.F.	679,750	15,155,466			
OUT OF STATE FRATERNALS*					
Aid Assn. Lutherans	16,774,742	108,657,136			
Amer. Frat. Union	73,000	1,367,049			

Mutual Funds Need Only Life Pay-Out Options

(CONTINUED FROM PAGE 4)

value of money has been declining with every passing year.

"The creeping inflation we have had in this country (and some years it has not been so creeping) is making all the life insurance sold since 1940 worth less every year. The most conservative estimates are that the 1940 dollar is now worth about 50 cents, as far as purchasing power is concerned.

"That is what the mutual funds are capitalizing on. They tell prospects they should grow with the economy of the nation—buy something that will increase in value instead of decrease or stand still. By this, they mean that in a period of growth and or rising prices, such as we have now and are likely to have in the foreseeable future, common stocks rise in value and the purchasing power of the dollar goes down.

"Mutual fund salesmen are able to demonstrate the truth of this by the records they exhibit. They have indisputable figures to prove what they

are saying. They make it one of their biggest selling points whenever they find themselves in the presence of a prospect who is either going to buy mutual funds or a life insurance policy.

"Anybody who doubts how successful the mutual funds have been in recent years should check around a little, particularly among young people age 25 to 35 and in a position to save some money. You'll find that a high percentage of them are making monthly payments for mutual fund shares and feel very happy about their investment. They are conscious of the increased value of what they have bought and are continuing to buy. They have a feeling of success about it. On the other hand, they have been thoroughly indoctrinated with the idea that life insurance goes the other way—that it goes down in purchasing power while their investment in mutual funds goes up."

Another thing to bear in mind, Mr. Bender observed, is that mutual funds are much more of a competitive matter in the relatively smaller communities than in the big cities. In New

(CONTINUED ON NEXT PAGE)

No black snake whip!

It doesn't take brains to crack a black snake whip over the heads of a sales force: no brains, just brawn.

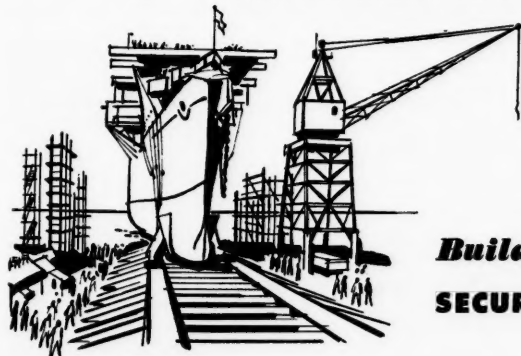
American United Life's sales plans are built on a partnership philosophy—on the cooperative idea that good men will sell a good volume of good business if they are backed up by good merchandise, good tools and good Home Office assistance.

This sort of sales management has no use for a black snake whip. The pressure here at American United Life is only a pressure of ideas! This accounts for the tingle of excitement and feeling of success that runs through the entire organization.

AMERICAN UNITED LIFE
INSURANCE COMPANY
INDIANAPOLIS, INDIANA

ALL ORDINARY LIFE FORMS * FLEXIBLE OPTIONS * LIFE INCOME * LOW NET COST SPECIAL * UNIQUE JUVENILE * GROUP INSURANCE * GROUP RETIREMENT * PENSION TRUSTS * MAJOR MEDICAL * NON-CAN DISABILITY * SPECIALISTS IN THE FIELDS OF SUBSTANDARD UNDERWRITING AND REINSURANCE.

FIDELITY
A WELL-BALANCED COMPANY



Building for
SECURITY

In ship design, it is a balance of speed, performance and sea-worthiness.

In life insurance, it is a balance of new ideas, progress and sound principles.



The
FIDELITY MUTUAL
LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



**REINSURANCE
EXCLUSIVELY**

**LIFE
ACCIDENT
HEALTH**

161 East 42nd St. • New York 17, N. Y.

ACTUARIES

CALIFORNIA

**COATES, HERFURTH &
ENGLAND**

Consulting Actuaries

San Francisco Denver Los Angeles

IND. & NEB.

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President
Indianapolis - Omaha

GA. VA.-N.Y.

BOWLES, ANDREWS & TOWNE
ACTUARIES

Insurance Company
Management Consultants

RICHMOND ATLANTA NEW YORK

MISSOURI

NELSON and WARREN

Consulting Actuaries
Pension Consultants

ST. LOUIS KANSAS CITY

NEW YORK

Consulting Actuaries
Auditors and Accountants

Wolfe, Corcoran & Linder

116 John Street, New York, N. Y.

OKLAHOMA

W. J. BARR

CONSULTING ACTUARY
HOME STATE LIFE BUILDING
OKLAHOMA CITY, OKLA.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY
ASSOCIATE

E. P. Higgins
THE BOURSE PHILADELPHIA

CHASE CONOVER & CO.

Consulting Actuaries
and Insurance Accountants

Telephone WAbash 2-3575
332 S. Michigan Ave. Chicago 4, Ill.

(CONTINUED FROM PRECEDING PAGE)

York, Chicago, Philadelphia, Los Angeles, and other big metropolitan areas, mutual funds are sold mostly through established brokerage offices. These offices are primarily engrossed in making sales of stocks listed on the New York Stock Exchange. With most such brokerage houses, mutual funds are a secondary consideration and are not given any great attention. But when it comes to the smaller cities and towns, the mutual funds are getting a big play. In countless cities they have offices on the ground floor and a number of salesmen working out of them. In such cities where the street floor office rent is much lower, the mutual funds operate very much the way a life general agency does. The conditions of the moment are in their favor and they are making the most of them.

It is getting so that the competition of mutual funds is more keenly felt than that of other life companies, said Mr. Bender. One bad feature of it is that when a prospect has become converted to mutual funds, his mind is focused on the instability of the dollar's purchasing power. No matter what the agent tells him, it is hard to get him to believe that the dollar is not going to decline still more in purchasing power.

The average family head who is buying a home and is beset by a variety of taxes and higher living costs, and as a consequence has the ability to save only a small amount of money, attributes most of his financial plight to the fact that his dollar will not purchase enough of what he wants to buy.

Such a man is easy to convert to the mutual fund idea of the increasing value of common stocks because a mutual fund salesman is able to point to a 15-year record of steady and satisfying increases in value year after year, whereas what the prospect bought in the way of life insurance 15 years ago is worth only about half of what he thought it was worth when he bought it, in terms of purchasing power.

"Regardless of what anybody thinks about the variable annuity, the amount of discussion it has aroused shows how great its appeal is," said Mr. Bender. "The success of the mutual funds in boosting their sales to where they are getting \$1.2 billion a year of the public's money proves that people are seriously interested in investing in something that will keep step with price level changes.

"If the mutual funds add the appeal of the life insurance modes of settlement, plus very likely a variable annuity option, we'll be in for some serious competition. Isn't it time for all the great minds in the business—not just a few—to recognize this threat as a serious one that calls for realistic answers aggressively merchandised on a broad front?"

Goldberg Heads President's Club, New National of Vt. Honor Group

Philip Goldberg, New York City, has become president of the President's Club, newly-formed top production organization of National Life of Vermont, for achieving first place on the roster.

Other officers, ranked according to production, are John D. Banning, Chicago, 1st vice-president; Francis T. Fenn Jr., Hartford, 2nd vice-president; and Merrill W. MacNamee, Chicago, secretary.

The Dillon agency in Atlanta had the greatest number of qualifiers. The Hartford and Chicago agencies were tied for second place and the Richardson agency in Roanoke was in third.

**Your Mutual
Benefit Life
Man says:**



**"The
best life
insurance
plans are
always
one part
company—
two parts
agent."**

No matter how good the policy is—it's up to the agent to fit it to each client's individual needs. That's why Mutual Benefit Life places so much emphasis on the agents' training. And that's why men like Milton H. Phelps, of Tampa, Florida, find success so quickly. Mutual Benefit Life men give "custom-made" service, at "ready-to-wear" prices.



Permit
to Con

Insura
Florida
permis
Florida
time be
steps to
dition.

Comm
where t
placed t
company
Dunne,
Mr. Dun
plete ne
be insta
out the
drive w
tions wi

Palme
National
been pu
ment to
was pos
Larson's
cit in th
The che
Dunne
in secu
while an
ter S. B
rector,
to the
company
not yet

Want
Keep

A bill
Island
insuran
state to
and kee
Island.

The b
ies orga
main o
F.&M.
olute an
other co
law ha

Sen.
bill wi
Bisson,
land Ins
into tro
princip



THOMA

And

WAB

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

WA

Permit National Union to Continue in Florida

Insurance Commissioner Larson of Florida has given National Union Life permission to continue operations in Florida for an indefinite length of time because the company has taken steps to strengthen its financial condition.

Commissioner Gwaltney of Alabama, where the company is chartered, has placed temporary management of the company in the hands of Charles D. Dunne, Louisville insurance publisher. Mr. Dunne's son, James, said a complete new accounting department will be installed in 90 days to straighten out the company's fiscal policies. A drive will be made to improve relations with agents.

Palmer Keith Jr., acting president of National Union, said securities had been put up with the Alabama department to replace a \$500,000 check which was posted a few months ago at Mr. Larson's request to fill an alleged deficit in the company's capital structure. The check later was withdrawn. Mr. Dunne said he had obtained \$495,000 in securities to guarantee solvency, while another \$151,000 was posted after S. E. Boozer, National Union director, turned an office building over to the company. Mr. Keith said the company has \$300,000 left in securities not yet converted to cash.

Want R.I. Insurers to Keep Main Office There

A bill has been introduced in Rhode Island legislature that would require insurance companies organized in that state to maintain their principal offices and keep all their records in Rhode Island.

The bill would affect three companies organized in Rhode Island but with main offices in Hartford, Equitable F.&M. of Phoenix, Conn., group, Resolute and Resolute Credit Life. The 19 other companies organized under state law have their main offices in the state.

Sen. McCabe, who introduced the bill with approval of Commissioner Bisson, commented that the Rhode Island Ins. Co., now in receivership, "got into trouble" after it had moved its principal office out of the state.

Life Company Full Time Employees Total 400,000

The life insurance business had 400,000 full time employees at the start of the year, up 14,000 in one year and up 137,000 in 10 years, according to Institute of Life Insurance.

While the home office ranks have increased by 59% since the end of World War II, the amount of life insurance they handle has risen 145%. While agency sales and service ranks have grown by 51%, annual life sales have climbed by 235%.

There was one home office employee for each \$1.9 million of life insurance in 1945, while there now is one employee for each \$2.9 million. The institute attributed this increased employee productivity to increased use of office machinery and improved office methods.

Home office employees now total 127,800, up 2,100 in one year and up 47,300 in 10 years. In the 10-year period, male employees increased by 17,300 and female employees increased by 30,000.

Agency sales and field service employees now total 228,100, up 10,500 in one year and 77,400 in 10 years. The number of women agents has declined from 7,100 in 1945, when a manpower shortage existed, to 5,500. But the number of women agency managers and assistants has risen from 100 to 500 in these years. There also are 42,400 cashiers and clerks in the agency offices.

Equitable Cites Richmond Agency

The Richmond agency of Equitable Society won the national leading agency, agent and unit manager titles in February. The agency, managed by J. Smith Ferebee, placed highest in ordinary and combined commissions in February to win top agency designation.

Leading agent title went to Eldridge Smith, who led in ordinary and combined commissions. His performance qualified him for Million Dollar Club with production credits of \$1.5 million.

The unit managed by John Pasco Jr. scored highest in combined commissions. The unit is in second place nationally for the year to date.

Take Advantage Of LICA'S Merchandising SERVICE

Here's How It Works For You:

We have developed in the UCA DIAMOND A superior plan through market study and analysis. This makes it more profitable to sell life insurance. We also pay top commission dollar.

- If you are qualified to build an agency. We have what we believe to be the best answer.
- An excellent program from "mail to sale."
- We invite quality agency inquiries.
- We invite brokerage inquiry.
- Local advertising at no cost to you.

We have a complete line . . . Life (everything), Accident & Sickness (two years, non-confining sickness) Hospitalization (To age 75)

We help you develop sales potential through local advertising, direct mail, quality-lead programs. (We pay for them.)

LIFE INSURANCE COMPANY OF AMERICA
Puts Strong Force Behind Your Efforts!



YOU CAN STIMULATE MORE INTEREST WITH
LIFE INSURANCE COMPANY OF AMERICA
WILMINGTON 99 DELAWARE

Write to JAY ARNET, Director of Agencies

Opportunities in Maryland, Pennsylvania, Illinois, Indiana, Delaware.

MR. BROKER . . . got 30 seconds?

That's all the time it will take to check that these are better term rates than any you have been able to offer . . . 'til now.

\$100,000

	Age 30	Age 40	Age 50
5 Year Convertible Term	\$515	\$695	\$1,385
5 Year Renewable Term	\$595	\$825	\$1,605

RATES NOT QUITE SO LOW ON SMALLER AMOUNTS,
BUT STILL MIGHTY, MIGHTY COMPETITIVE.

Fantastic? Not at all; No tricks, no catches; we just welcome term insurance, that's all . . . and substandard as well as standard.

If you live outside the nine Provident States*, sorry . . . we cannot be of service. If you do live in one of our states, contact any of our General Agents, or write direct to:

The PROVIDENT

Life Insurance Company

Bismarck, North Dakota

JOSEPH DICKMAN, Agency Vice President

Life • Accident • Health • Hospitalization
Annuities • Pension Trust

*Minnesota, North Dakota, South Dakota, Idaho, Montana, Washington, Wyoming, Oregon, California.



THOMAS H. REDMOND
Age 27
Anderson, Indiana

We Made the
**MILLION
DOLLAR
ROUND
TABLE**

Our First Year with
INDIANAPOLIS LIFE



JACK PECKINPAUGH
Age 28
Muncie, Indiana

Both these young men say . . . "Our first year's success with Indianapolis Life can be attributed directly to superior, success-proven training courses, home-office co-operation, and a wide variety of low cost Life, Accident, Sickness and Hospitalization policies. We like, too, the Career Compensation Plan and the Production Incentive Agreement we enjoy at Indianapolis Life."

WALTER H. HUEHL, President ARNOLD BERG, C. L. U., Agency Vice-President

INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES in Ill., Ind., Iowa, Ohio, Mich., Minn., Mo., N. D., S. D., Texas

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

AN INVITATION TO ACTUARIES

Positions have recently been created in our Company's Home Office for four actuaries. We are seeking men who desire connection with a well-established operation offering opportunity for personal advancement under an active and well-planned expansion program.

You are invited to apply if you are between 25 and 35 years of age and are an Associate or Fellow of the Society of Actuaries. Of the four positions, one demands experience in Home Office Underwriting, and another experience in Group Life Insurance and Pensions. No specialized actuarial experience is needed for the other two positions.

We offer all employee benefits, including pension plans and liberal group insurance. Should you join our 50-year-old Company, you will work in a modern and congenial atmosphere in our new, year-around-air-conditioned Home Office.

Your reply will be handled confidentially. Give a brief résumé of your past experience and personal data. Address your reply to Box #L-76, c/o The National Underwriter Co., 175 W. Jackson Boulevard, Chicago 4, Illinois.

ACTUARIAL OPPORTUNITY

A Mid-West company, with more than fifty million of assets, has an opening for an Assistant Actuary. Must be an Associate or Fellow of the Society of Actuaries. It offers the opportunity to become the Actuary within five years. Our Staff has been informed of this ad. All inquiries confidential. Send replies, with outline of experience and personal information to: Box L-71, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

HOME OFFICE SALES DIRECTOR for

Middle west company now operating in two states—and will enter other states. Company is well established and has over \$21 million of ordinary life in force. Ample capital and surplus to write multiple lines. The man must be between 30 and 48 years of age—willing to travel—proven personal producer—with successful employing and training record. Company's present agency force can be expanded rapidly with our 3 highly specialized contracts and other line of standard policies. Compensation open on salary and bonus basis. Correspondence confidential. Give complete details. Our employees know of this ad. Reply to Box L-74, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

AGENCY MANAGERS WANTED

TO spearhead expansion program of one of nation's top fifteen life companies, 26 appointments will be made this year in U.S. and Canada. Prompt, confidential interviews will be granted qualified applicants. Send complete résumé to: Box #K-23, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

AGENCY SUPERVISOR

Large life agency in N. Y. City has promising opening due to promotion. Personal production record ability to sell with and for men in field and train in office essential. Supervisory experience helpful, but not necessary. Supervisory aptitude test. Excellent opportunity. The Lee Nash Agency, Mutual Benefit Life Ins. Co., 110 E. 42 St., N. Y. City, OXford 7-2950.

DIRECTOR OF SALES PROMOTION

Home Office of mutual company, located in South Central area, with insurance in force approaching Billion Dollars, has opening for experienced Sales Promotion man to head established department as Director. Here's opportunity for man to step into top position with fast growing, sound company. Must have proven record, evidence of creative ideas and sales personality. Our personnel know of this ad. Interview can be arranged at time of LIAMA A&H conference in Chicago, April 9-11, or later. In meantime, send résumé, with picture, in confidence to Box L-67, THE NATIONAL UNDERWRITER, 175 W. Jackson Blvd., Chicago 4, Illinois.

GROUP SALES REPRESENTATIVE AVAILABLE

Desire location in California with insurance company or brokerage firm. 5 years experience in group & pension. Top production with present company. Married, college grad. Will travel. Address Box L-66, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

TOP EXECUTIVE NEEDED—

To organize and completely administer sales program and home office for new ¼ Million Dollar Company. 1,000 stockholders, all in one Southern State. Salary plus valuable stock-option. Confidence respected. Only production-proven, sales-minded, overall experienced need apply. Box L-64, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

Great-West Official Tells What Automation Can Do

Life companies are turning increasingly to automation in the interest of more efficient and lower cost business operation, but there is no real danger that this trend will lead to future unemployment in the industry, George Aitken, assistant general manager and comptroller of Great-West Life, predicted in a talk to Winnipeg members of Life Insurance Institute of Canada.

Mr. Aitken said automation is eliminating a large part of the routine clerical operations and their attendant monotony and drudgery and is giving growth to new jobs, more challenging more interesting, more remunerative, and requiring more highly trained personnel.

He said the industry expects increased use of electronic equipment to accomplish these objectives: 1. Eventually reduce the cost of insurance and thus increase the amount of insurance the public can afford. 2. Extend the benefits of insurance to more people by making possible more refined underwriting practices to provide coverage for the persons now considered uninsurable. 3. Provide better methods of market research and so lead to faster development of new markets with sales operations. 4. Provide improved and faster service to policy holders.

Mutual-United Name Hart Hawaiian Manager

Jess A. Hart has been appointed manager of the Hawaiian division office of Mutual Benefit H.&A. and United Benefit Life.

Mr. Hart started with the companies in 1946 as a life agent. In 1949 he joined the home office educational division and was named supervisor of the southern region in 1953. During 1954, as assistant to the vice-president, he served as temporary manager of the Arkansas office. His new appointment is effective June 1.

Kentucky Court OKs Lease Investments by Insurer

Kentucky court of appeals has upheld a decision of the circuit court at Louisville allowing insurers to invest reserve funds in Kentucky real estate.

The court contest and ruling followed after Great-West Life had contracted conditionally with Courier Journal Job Printing Co. to buy Louisville property of the printing company and lease it back to the printer for a term of 30 to 40 years.

The ruling was entered under a provision of the Kentucky insurance code,

TOP SALES PROMOTION OPPORTUNITY

For assistant to Sales Promotion and Advertising Director of fine old New England life company. Field magazine, publicity and sales promotion experience will be helpful and govern starting salary. This is a real break for right man. Write in confidence to Box L-72, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

ATTENTION LIFE COMPANIES

General Agency or Managership desired in far west. 20 years experience in managing and selling life insurance. Agency Management School Graduate. Age 40—married. Write Box L-65, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

MANAGEMENT OPPORTUNITY

Large Eastern company desires part time supervision Boston area of good producer with definite management opportunity. Our organization has been informed of this ad as operation power. Send complete resume. Address Box NY-42, c/o Advertising Dept., The National Underwriter Co., 99 John St., New York 38, N. Y.

as amended by the state legislature in 1954, which allows leases to be made for terms of 30 to 40 years as a normal and proper part of a corporation's business.

Under old law in Kentucky corporations could not hold property for more than five years that was not proper and necessary in operation of its business.

South and West Make Gains as Life Markets

While life insurance ownership has risen to new highs in all sections of the U.S., the rate of increase has been much greater in the south and west, according to a LIAMA survey of the period from 1944 to 1953.

Ordinary life sales per capita, up 132% for the U.S., rose 196% in the south, 129% in the west, 116% in the north central states, and 106% in the northeast in the 10-year span.

The proportion of one year's disposable personal income covered by total life insurance in force showed the greatest gains in the south and west, although the percentages remained highest in the east. Part of the change came from population shifts, but an important part was from the increase in per capita premium. Premium per capita rose 81% in the south, 60% in the west, 50% in the north central states, and 34% in the northeast.

26 Join Cleveland Management Course

Cleveland Life Insurance Managers & General Agents Assn. has started a 12-week study course in agency management along lines promoted nationally by General Agents & Managers Conference.

Hadsell S. Easton, Home Life, chairman of the education committee of the Cleveland association, leads the program.

X-Ray and Lab Allowances?



SURE! It's in NEW BABY GROUP!

For complete details write your Gen. Agent or: THE UNITED STATES LIFE INSURANCE CO. IN THE CITY OF NEW YORK 84 William Street, N. Y. 38, N. Y.

MANAGEMENT CONSULTANTS

O'TOOLE ASSOCIATES Management Consultants To Insurance Companies Established 1945 P. O. Box 101 Queens Village, N. Y. Phone — Hollis 4-0942

BOWLES, ANDREWS & TOWNE ACTUARIES Insurance Company Management Consultants RICHMOND ATLANTA NEW YORK

The ple whi anythi an op respon Insur agents Life U gress at Eva Wayne "A l that m person saving it is s agents War I Life in ans to ent of the wi Other Robert Pruder Union Stanley tus, St Mr. the cou weekly visable ly nece tion at "I b paid b for ins he stat who h have o their s cessari "The Not on but al that ca need b vance can w week t man is ness." Whil cess, M formul things things success Mr. R hours social tural c less ch policyh ing sel

Occie Occie pointed broker Albert ager at Luedde ble So tively.

D. C. I Boar mission ment E Employ their h and sti status.

SALES IDEAS

Indiana Sales Congress Draws 1,000 at 3 Stops

The fact that surveys show that people want personal financial security while experience shows they won't do anything about it unless a life insurance agent shoves it at them is at once an opportunity for agents and a grave responsibility, Kenneth L. Anderson of Insurance R&R told more than 1,000 agents attending the Indiana Assn. of Life Underwriters caravan sales congress this week. Stops were made at Evansville, Indianapolis and Fort Wayne.

"A Fortune magazine survey shows that more than half of our people have personal security as their motive for saving," Mr. Anderson reported. "Yet it is shocking to realize that without agents 10 million veterans of World War II lapsed their National Service Life insurance. Over 80% of our veterans tossed the most priceless ingredient of personal security right out of the window."

Other speakers on the program were Robert Burr, training consultant of Prudential at Chicago; Lester A. Rosen, Union Central Life, Memphis, and Stanley Martin, general agent emeritus, State Mutual Life, Dallas.

Mr. Burr declared that even though the country is enjoying a record boom weekly-premium insurance is still advisable in many families and absolutely necessary in others if any protection at all is to be carried.

"I believe that as long as people are paid by the week there will be place for insurance they pay by the week," he stated. "Even among those families who have raised incomes, I'm sure you have observed people who have raised their standards of living but not necessarily their buying habits."

"The debit agent is a lucky guy. Not only does he get paid to prospect, but also he has a complete portfolio that can take care of the most menial need but yet is flexible enough to advance to the largest type coverage. He can write anything from 10 cents a week to a \$1 million contract. The debit man is the switch-hitter of our business."

While there is no short-cut to success, Mr. Rosen said there is a magic formula: "Forming the habit of doing things failures refuse to do." Among things any agent who wishes to be a success must form the habit of doing, Mr. Rosen said, are working eight hours a day; being active in church, social and civic affairs; calling on natural contacts; following up the endless chain system; following up old policyholders on age change; extending selling time by hiring a secretary.

Occidental Appoints Two

Occidental Life of California has appointed Philip R. McCarty assistant brokerage manager at Cleveland and Albert E. Lueddeke brokerage manager at Newark. Mr. McCarty and Mr. Lueddeke were formerly with Equitable Society and Prudential, respectively.

D. C. Bans Companies' Removal

Board of District of Columbia commissioners has decided that Government Employees Life and Government Employees Insurance could not remove their home offices from the district and still retain their district corporate status. A 25-year-old law requires in-

surance companies incorporated in the district to remain there unless the commissioners permit removal of the offices. The companies contended that if they are not permitted to remove their offices they would be forced to reduce their office space and number of employees in the district, establish other offices elsewhere and incorporate in another jurisdiction.

Prudential Reminds

AFL Agents of Duties

(CONTINUED FROM PAGE 1) earlier letters. During negotiations the company has agreed to several provisions and changes which the union had requested. We have not, however, agreed to surrender certain basic and undeniable rights of management, and have already told you why we cannot.

"Several points which we were led to believe had been practically settled were raised again by the union. This has contributed to the delay in arriving at an agreement. We still feel we are not far apart on many of these issues. At the time of recess, the main points still unresolved were those concerning the duration of the new contract and the spelling out of the company's rights to adjust the size of debits."

"Our concern, in the management of the business, has always been to increase the earning opportunities of our agents, not to reduce or limit those opportunities. The fact that the company retains normal and reasonable rights of management is not going to change our personal interest in your welfare and success."

The mass late reporting and "sit-ins" mentioned by Mr. Palmer referred to showing up at 10 a.m. instead of 8:30, and according to union President George Russ's instructions, remaining in the office and "doing what comes naturally," until noon.

Thus far there has been no serious threat of strike. Some weeks ago the union leaders were authorized to call a strike if they saw fit, but the vote in support of the authorization was only three to one, which is regarded as much too weak to support a strike. Besides, no major issues are involved, like compensation or complaints about working conditions. The average income of the agents is something more than \$124 a week and the increase agreed to by the company would bring it over \$130.

Negotiations are still going on at Washington. They started Jan. 16, after the union notified the company that it would not agree to a renewal of the same contract. Some 15,000 of Prudential's debit agents are members of the AFL-CIO union. They are in 33 states and the District of Columbia. Some are members of two independent unions, largely in Ohio, Minnesota, Wisconsin, and Maryland, the rest are not unionized.

Philadelphia Names Hais

Philadelphia Life has appointed Charles F. Hais general agent in Cincinnati.

Mr. Hais, in the business in Cincinnati since 1941, has been with John Hancock. He is a member of Million Dollar Round Table.

Equitable Boosts Five

Equitable Society has promoted from senior attorneys in the law department—insurance to assistant counsel Colomon Klingner, Valentine A. Meehan, Nicholas A. Mescia, Harry Pike and Francis X. Rohn.

Sterns, Travelers' "Ad" Man, Retires

Edwin E. Sterns, assistant manager of public information and advertising of Travelers, has retired after more than 30 years with the company.



Edwin E. Sterns

He was an advertising agency copywriter, advertising manager of American Tobacco Co. and advertising manager of Guardian Life before joining Travelers in 1926. He specialized in the company's magazine, newspaper, insurance trade paper and radio advertising.

Short Policy Servicing Course at Pontiac, Mich.

A 20 week course on methods of improving service to life policyholders has been launched at Pontiac, Mich., with Louis Pohl, manager there for Life of Virginia, moderating the course which will cover 10 projects as recommended by LIAMA. Mr. Pohl claims that the Pontiac area is the first in the country to adopt this exchange of information program and that most of the major companies and agencies are represented in the project.

Indianapolis Life Eases Pilot Coverage

Indianapolis Life is now writing at standard rates commercial pilots and crew members as well as private pilots with over 400 hours solo experience and who fly less than 110 hours annually. Military pilots may obtain policies with riders excluding their military flying or they may obtain limited amounts by paying a special rate during the years they are engaged in military flying. Ratings have been reduced for other persons engaged in aviation.

North American Life Begins Jubilee Campaign

North American Life of Chicago has announced the "kick-off" of a golden jubilee which will culminate with an official 50th anniversary celebration in September, 1957, at the Edgewater Beach hotel, Chicago. All members of the company's field force have been invited to attend the Chicago celebration with attendance contingent on special sales goals for business produced between April 2, 1956, and July 5, 1957.

President Charles G. Ashbrook predicted that the jubilee would inspire members of North American "family" to surpass last year's all-time record of nearly \$53 million in new life business which was 60% above the company's 1954 production figure.

Life of Ga. Actuary

Life of Georgia has appointed John M. Bragg associate actuary, effective April 5. Mr. Bragg joined Great-West Life as an account clerk in 1945 and advanced to associate group actuary. He is a Fellow of Society of Actuaries.

Fla. Sun Life to Sell Stock

Florida Sun Life of Wilton Manors has filed with securities and exchange commission a statement seeking registration of 32,000 shares of \$1 par value common stock to be offered for public sale at \$10 a share. The offering will be made on a best efforts basis by President James C. Dean, who will receive a commission of \$1 a share. The company, organized 14 months ago, writes ordinary, industrial and credit life.

Bankers Nat'l Names Hunt to Agency Post

Bankers National Life has appointed Robert T. Hunt assistant director of agency supervision. He will assist Pasquale Quarto, who will join the company May 1 as vice-president—agency supervision, in supervising all agencies beyond their first year.

Mr. Hunt, in the business 10 years, has been a district manager of Mutual Benefit Life. He previously was agent and assistant manager of Metropolitan Life.

Program Ready for Rally of New A&S Association

(CONTINUED FROM PAGE 2) members and guests will be held.

Thursday Afternoon

With the vice-president of the association presiding, the announcement of committee appointments and a talk on "Our Public Relations Responsibilities," by the chairman of the public relations committee will be followed by a talk on "Your New Trade Association," by the general manager of the association and Robert L. Hogg, vice-chairman of Equitable Society, will speak on "The Association—a Means to Progress."

Thursday evening at 6:30 p.m., there will be a reception followed by a banquet, entertainment and dancing.

Friday Morning

10:00—12:00 a.m. Organizational meetings of the following standing committees will be held: Actuarial and statistical committee; administrative committee; group insurance committee; individual insurance committee; legislative committee; medical economics committee; membership and ethical standards committee; nominating committee; public relations committee.

A fellowship luncheon will be held Friday noon.

Friday Afternoon

Greetings will be extended by W. G. Alpaugh, Sr., president, Inter-Ocean, and the following talks will be delivered: "Health Insurance, Medical Practice and the Public," Dr. George F. Lull, secretary and general manager American Medical Assn.; "Our Accident and Health Insurance Business Under New Leadership," J. Dewey Dorsett, general manager Assn. of Casualty and Surety Companies and "Economic Health Is No Accident," Walter Williams, under-secretary of commerce.

The ladies' headquarters will be in the Julep room, where rolls and coffee will be served each morning. The following special events are planned for the ladies:

Thursday luncheon - 12:00 Noon; reception and banquet, with entertainment and dancing, in the evening.

Friday a visit to Rookwood Pottery is planned. The tour will end in time for the fellowship luncheon.

CORRECTION

Some of the figures given for United States Life in the tabulation in the March 9 issue that showed new business and insurance in force in New York state for 1955 were incorrect. Correct figures for new ordinary and group business were respectively \$46,330,234 and \$43,627,357. Ordinary and group in force figures should have read \$185,380,302 and \$212,977,492, respectively.

North Amer. Accident Has Best Year Ever in '55

North American Accident enjoyed its biggest year ever in 1955. Its in force business climbed about \$10 million to total \$135 million and A&S premiums exceeded the 1954 figure of about \$11 million by more than \$1.5 million. The company plans to introduce a number of new A&S policies in 1956 and will continue an expansion program begun in 1955. In September the company will commemorate its 70th anniversary with a national conference at the Edgewater Beach hotel, Chicago.

To Continue \$1 Million Life Policy on Shoemaker

AUSTIN—Judge C. O. Betts, receivership judge for U.S. Trust & Guarantee of Waco, has ordered that payments be continued until further notice on the \$1 million life insurance policy for A. B. Shoemaker, who was head of U.S. Trust and its affiliates until he shot himself in the head Jan. 7 after the companies had been put in receivership. The policies are written in Occidental Life of California and contain a two year suicide clause which is due to expire this fall. Judge Betts authorized the premiums to be paid pending possible changes in Mr. Shoemaker's condition.

A doctor who analyzed Mr. Shoemaker in Veterans hospital at Waco, said the bullet, which penetrated the front part of the brain, may eventually result in his death from seizure or other causes. The wound has cut Mr. Shoemaker's life expectancy from 14 years to about eight or nine years.

Goldsmith Leads Conn. Mutual for Third Year

Connecticut Mutual Life has honored Robert H. Goldsmith, associate general agent at Los Angeles, who led in volume in 1955 for the third consecutive year. He sold \$5,159,353 on 62 lives, a production record, and qualified for Million Dollar Round Table for the 13th time.

General Agent Edward B. Bates was host at a reception for Mr. Goldsmith, who has been in the business since 1940. He joined Connecticut Mutual in New York in 1949 and moved to Los Angeles five years ago.

N. E. Life Names Colby at New Wichita Agency

New England Mutual Life has opened an agency in Wichita and appointed Charles A. Colby manager. He joined the company at Topeka in 1949 and was named first "rookie of the year" in 1950.

The opening of the agency was marked at a dinner attended by Vice-President John Hill and other home office executives.

Reitman to Travelers

Travelers has appointed Seymour G. Reitman senior consultant in the special services division of the life and A&S agency department to assist Paul K. Browne, superintendent of special services, in estate planning and tax problems relating to insurance, trust matters and business insurance.

Mr. Reitman, a lawyer and CLU, has been house counsel and head of the research department and planning section of J. D. Marsh & Associates, general agent of Lincoln National Life in Washington, D.C.

Bill to Require Registration of Welfare and Benefit Plans

Rep. McConnell of Pennsylvania has introduced in the House a bill providing for registration and reporting of welfare and benefit plans to the Secretary of Labor. Annual reports of the

plans, filed with the secretary, would be made available to other government agencies, governors of states and, at the secretary's discretion, to the public. The secretary would report annually to Congress. Violations of the bill's provisions would be punishable by a fine up to \$5,000 or imprisonment up to one year, or both.

Continental Assurance Names Reeder President

(CONTINUED FROM PAGE 1)
dent. He is a fellow of Society of Actuaries.

A past president of both Chicago Home Office Underwriters Assn. and Chicago Actuarial Society, Mr. Reeder also served as Illinois vice-president of American Life Convention. He established Continental's retirement and special plans (group permanent) department as an instrument for funding pension, profit-sharing, deposit administration and related plans. The department today accounts for \$335 million volume in force. Group insurance has grown to a \$1.8 billion operation during his service, and the company now holds ninth position in the group insurance field.

Mr. Tuchbreiter started in the business in 1910 as an office boy for a Chicago general agent. He served with Hartford Accident, London & Lancashire Indemnity and Fidelity & Deposit before joining Continental Casualty in 1916. He was named 1st vice-president of Continental Casualty in 1940, president of Continental Casualty and 1st vice-president of Continental Assurance in 1943 and president of Continental Assurance in 1945.

When Mr. Tuchbreiter became president of the life company in 1945 assets were \$74,891,903 and life insurance in force \$539 million. The respective totals at Dec. 31, 1955, were \$394,702,968 and \$3,727,726,470.

Hopkins to Wis. for B.M.A.

Lile F. Hopkins has been named supervisory assistant at Milwaukee for Business Men's Assurance. Mr. Hopkins, formerly with the sales department at the home office, will assist Gilbert A. Diehl, Milwaukee manager. Mr. Hopkins joined B.M.A. ten years ago and was in the policyowner service and policy change departments before becoming a sales assistant in 1949.

Crawford Named in Okla.

John Crawford has been appointed policy analyst in the accident & sickness division of the Oklahoma department. He also will assist in reviewing company financial statements. Mr. Crawford has been in the army finance corps for two years. He is a graduate of the University of Oklahoma.

Colonial Fetes Veteran Employees

President Richard B. Evans of Colonial Life presented wrist watches to Franklin B. Muller, assistant comptroller, Miss Jean Mastres, debit policy underwriting department, and Mrs. Ethel Nolan, supervisor of the contract payment section of the debit policy department, for 30 years' service at a luncheon of Spinners Society, 25-year employees' group. Miss Ruth Caddock, debit policy department, became eligible for membership.

Delaney Heads Tex. Assn.

John Delaney, American General Life, Houston was elected president of Texas A&H Underwriters Assn.; Herman Andrew, Business Men's Assurance, San Antonio, was elected 1st vice-president, and Jack G. Claiborne, Employers Casualty, Dallas, 2nd vice-president.

Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

stock will continue to be held by the present holders. For both classes of stock an annual dividend of 15 cents a share is planned, besides which there will be an annual 4% stock dividend. The new setup is regarded as unusual in that the holding company will hold only insurance company shares.

Alert Insurers to A&S Change in N. Y.

Companies writing A&S should be alert to the imminent signing in New York of the bill to reduce the time limit on certain defense provision of the uniform individual A&S policy provisions law from three to two years and prepare for the change by filing with the policy bureau for approval of rider forms or overstamp exhibits with the two years provision. This is the advice of John McAlevy, counsel of Bureau of A&H Underwriters, to member companies. Mr. McAlevy pointed out that the bill is unobjectionable but awkward since the bill is effective immediately upon being signed. The rider forms or overstamp exhibits would have no effect on contracts issued before the effective date of the law, unless the companies voluntarily decide to use it, he said.

Two year provisions will go into effect July 1 in Colorado, Georgia, Massachusetts, New Mexico, North Carolina, Ohio, Oklahoma and West Virginia.

N. C., N. Y. Hold Free Insurance Illegal

Commissioner Gold of North Carolina has informed American Casualty and National Casualty that the free accident policies offered by American Motors and Studebaker-Packard are illegal in that state. Chief Deputy Commissioner Lewis notified the companies that the free insurance offer violates the general statute, the law which requires that a company do business only through a licensed agent, and a 1955 act which requires signed applications before delivery of any accident policy. Mr. Lewis said he believes no attempt is being made by the motor companies in North Carolina to offer the accident policies, in view of the ruling.

The New York department ruled the giveaway illegal, but this ruling was disputed by the insurer and the department has asked the attorney general for a ruling.

In Rhode Island a bill has been introduced to prohibit "free insurance" as an inducement to purchase property.

Trenchard Retires from Pan-American

Louis B. Trenchard, vice-president and manager of the mortgage loan department of Pan-American Life since 1941, has retired after 44 years' service.

The first officer to retire under the mandatory retirement program, Mr. Trenchard was honored at a testimonial dinner where a scroll and letters of tribute were presented to him. He joined the company as inspector of loans.

N. Y. Employees A&S Bill Passes

A bill providing hospitalization, medical and surgical benefits for state and retired employees and their families has been passed by New York state legislature and sent to Gov. Harriman.

Costs would be shared by the state and employees, and \$1.5 million has been set aside to cover the state's first-year share. An 8-member board would be set up within the civil service department, and the department president, with board approval, would contract for a plan to provide the coverage.

Columbian National GAs Elect David R. Harmelin New President

Columbian National Life's General Agents Assn. elected David R. Harmelin, New York City, president to succeed Albert E. Richardson Jr., Boston, at the annual conference in Boston. Leo R. Porter, Salt Lake City, was chosen secretary.

Fred S. Sibley, new vice-president and director of sales, was introduced. He and other home office men spoke at the 2-day meeting.

Marks Agency Celebrates Victory

The David Marks Jr. agency of New England Mutual Life in New York City held a dinner-dance for all agency employees to celebrate the victory in the company's "wreck the records" contest held late last year. One hundred twenty persons attended. So far this year, the agency is producing \$2 million a month, nearly all of it in ordinary life.

Mutual Trust Appoints Burris at Philadelphia

Mutual Trust Life has appointed H. Robert Burris Jr. general agent at Philadelphia. Mr. Burris has been in the life business in Philadelphia for more than 10 years as a producer and supervisor for Massachusetts Mutual Life. The new agency is at 1700 Walnut street.

Life of Va. Agents' Conventions

Life of Virginia is holding conventions in April at the Sheraton-Mt. Royal hotel in Montreal for leading combination agents. The 1955 records of 1,013 agents qualified them to attend for their respective divisions, and 587 of them qualified doubly and will be accompanied by guests.

Alabama, Florida, Georgia and Virginia agents convene April 12-15; Maryland, Kentucky, Indiana, Ohio and West Virginia agents April 16-19; North and South Carolina, Louisiana and Texas agents April 19-21. Vice-president J. Cowin Smith is in charge of arrangements.

American H.&L. Case Pending

After hearing arguments, the federal trade commission took under advisement the appeal of counsel supporting the FTC complaint against American Hospital & Life from an initial decision in favor of the company. The insurer has been charged by the FTC with false and misleading advertising of its A&S policies. An FTC examiner has held that the FTC does not have jurisdiction in the case.

American Cas. Denies Complaint

American Casualty of Reading, Pa., has denied the federal trade commission charges of false advertising of its A&S policies and has declared the commission has no jurisdiction over its activities. The answer was filed in Washington, D.C.

CHESTER A. DUFFIELD, 72, retired general agent of John Hancock in Philadelphia, died.

Mr. AGENCY BUILDER:

UNDREAMED OF NEW POWER FOR YOU

DISCOVER
a Glorious New World
of Agency Building!

It's EASY to Recruit, to Hold, and
to Reward Strong Men With:

- 1 The Golden Rule Privilege of Appointing their OWN Agents—and Earning Increased Bonus and Renewals on those agents!
- 2 Top Commissions on 16 Leading Policy Contracts—Plus Bonus on Both Personal and Agency Production!
- 3 Long Term Vested Renewals on Both Personal and Agency Production!
- 4 Friendly, Effective, Home Office Help in Recruiting and Training New Agents!

AGENTS APPOINTED BY YOUR AGENT'S AGENTS
YOUR AGENT'S AGENTS
YOUR AGENTS

A STRONG MONEY-MAKING AGENCY CHAIN

EVERYONE HAPPY EVERYONE MAKING MONEY

Discover YOUR Glorious New World Today by Writing to:

YOUR AGENCY

YOUR FUTURE FORTUNE

AGENCY BUILDING OPPORTUNITIES IN:
Arizona, California, Delaware, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington D. C., and West Virginia.

Golden Rule
PENSION PLAN
GOLDEN TRIANGLE PLAN
For Career Development
Golden Rule
AGENCY BUILDER'S CONTRACT
Golden Rule
AGENCY CONTRACT

The COLUMBUS MUTUAL Life Insurance Company

Frederick E. Jones, President

Ben F. Hadley, Vice-Pres. & Supt. of Agents

Columbus 16, Ohio

**we'd like you
to show this ad
to your wife**

You and she have talked about a new job for some time. You've been successful but you know and she knows that your potential is greater than your present income.

The stumbling block is often "Where to go?" and "How do we know it will turn out better?" Both are good questions and we'd like to answer them. Security Mutual is aggressive and up-and-coming. It's big enough to be a factor in the field. It's small enough so that you gain recognition and don't get lost. And it offers an unusual opportunity to men who have the ability and who are not afraid to work.

**Security Mutual
Life Insurance Co.**



Home Office:
Binghamton, New York

- 1** We want to talk to men with sales and supervisory experience — men who are eager to become General Agents in communities of 500,000 or less.
- 2** We are licensed in 44 states but, having grown chiefly in the East, we have agencies in only 20 states.
- 3** We sell Life, Accident & Health, Non-Cancellable A & H, Complete Group Coverages, Pension Trust and we package our sales.
- 4** We have more than a half billion of Life Insurance in force.
- 5** We are an old established but progressive Company.

Norman T. Carson
Agency Vice-President
Security Mutual Life Insurance Company
Binghamton, New York

NAME

ADDRESS

CITY..... ZONE..... STATE.....

PHONE..... I AM PARTICULARLY INTERESTED IN:

..... CITY

..... STATE

Approximate Population